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Do not assume content reflects current scientific knowledge, policies, or practices.



Safe Arrival  
Guaranteed

*Roses of Quality for 42 Years*

Satisfaction or  
Money Back

now you  
can have

*Famous*

ROSES of  
New Castle

for Planting  
Spring Summer  
and Fall

DAVID O. DODD

The Supreme Dark Crimson Rose  
Hardy, everblooming bush type. Has  
swept the country by storm. Exquisite  
buds opening into glorious fully double  
flowers of immense size — as large as 7  
inches across. Deliciously perfumed.  
Always blooming. See page 5.

Insist on Own  
Root Roses

HELLER BROTHERS CO.

P. J. LYNCH & SONS, Owners NEW CASTLE, INDIANA

42nd Edition

# *The* *Good Roses of New Castle*

Grown in large flower pots, we believe **THE ROSES OF NEW CASTLE** are the most rugged, healthy, enduring, free blooming Roses in America. Alive, in full foliage, with strong, active roots, they are famous the world over for superior quality. **ROSES OF NEW CASTLE** are expertly grown for amateurs. **Always on their own roots.** Our growing methods are not duplicated elsewhere. 42 years of experience back of every plant.

Kept during the winter in large pots at a temperature just above freezing, our Roses make tremendous roots, like trees. This is nature's way of resting all plants and trees. When planted in the spring in just ordinary, good garden soil, they burst into magnificent growth as do all winter rested trees and plants. They produce their gorgeous flowers early, in greater abundance and more continuously than any other Rose plants in the world.



**P. J. LYNCH, JR.**  
General Manager

**THE ROSES OF NEW CASTLE**, free of disease, are healthy and enduring. Pot grown, **always on their own roots**, they have a great advantage over dormant, wild root, field grown Roses, in that the planting of them is not restricted to any short season. Their planting season may be considered to include the months from May to November inclusive, subject of course, to the latitude of specific localities.

**BUY ROSES THAT ARE ALIVE!** Unlike dormant, leafless, wild root, field grown Roses, our plants **ARE ALIVE**, in full foliage with strong working roots—all in perfect growth when you receive them.

If it is not convenient for you to send Post Office Money Order or Check with order, we will gladly send goods by Parcel Post, C.O.D. Just pay postman when the goods arrive. We guarantee safe delivery to your door.

To Whom It May Concern:—"P. J. Lynch & Sons, owners of Heller Brothers Company, stand high in the business community and do an extensive nation-wide business. We recommend them as honorable, upright business men, whose guarantee may be relied upon at all times."

Citizens State Bank, New Castle, Indiana.

## **HELLER BROTHERS COMPANY** **NEW CASTLE, INDIANA**

**P. J. Lynch & Sons, Owners**

**P. J. Lynch Jr., Gen'l Mgr.**



**P. J. LYNCH, SR.**  
President

Our almost exclusive specialties this year include some of the most gorgeous flower treasures for home planting. There's our own glorious **JEANNETTE HELLER** and **BABY DOLL ROSES**, and the new beauties, **GARDEN GEM** and **CRIMSON BEAUTY ROSES**, all our own introductions. There is **DAVID O. DODD**, which we believe to be the greatest hardy ever blooming, crimson bush in the world. Then there are other floral gems such as **KOREAN** and **PINK**, **WHITE**, and **BRONZE CUSHION CHRYSANTHEMUMS**. Preserve this book. It is a floral treasure house that you will need throughout the year.





**Stop  
Here**

## *for Important Information Regarding Orders and Shipping*

We ship safely to all parts of America and to every nook and corner of the world. Our famous Roses are sent to missionaries in darkest Africa—carried into the interior for hundreds of miles by native runners. They are growing in the gardens of the King of Siam. You will see them in China, New Zealand, Japan, and all parts of South America; both the East and West Indies—everywhere in the civilized world. With 42 years' experience we have a perfect system of packing. HERE ARE THE METHODS OF SHIPPING FROM WHICH TO SELECT:

### **SHIPMENT BY EXPRESS**

The purchaser pays transportation charges when taking advantage of prices that are listed by express. There is this advantage in this method of shipping—all soil is left around the roots, expertly wrapped in especially prepared waxed, water-proofed paper of heavy weight. This is almost as if the plants were shipped in the original pots in which they were grown. You get this famous rose soil, and the extra packing **FREE**. The soil is shipped intact, the roots being undisturbed. We know of no such expert **FREE** service elsewhere. The slight additional express charges count as almost nothing when compared with the great advantage of having your plants arrive in perfect growing condition with **ALL SOIL ABOUT THE ROOTS SECURELY WRAPPED IN WATERPROOFED PAPER, EACH ONE SEPARATELY.**

**DISCOUNTS**—Have your friends join you in securing the benefit of quantity discounts. You may deduct 10% on 6 or more Roses; 15% on 12 or more Roses; 20% on 25 or more Roses. Discounts allowed on Roses only.

**SHIPMENT BY MAIL**—All plants sent postpaid are so listed. These are shipped with some soil surrounding the roots.

Orders for large Roses by Express, charges collect, which include other plants such as first size Roses, 'Mums, Carnations, etc., priced **POSTPAID**—such plants will be sent in Express shipment, charges collect—each plant **wrapped separately, in water-proofed paper, almost like pots, with all soil left around roots. No extra charge for this special packing.**

**ORDER EARLY**—You get every advantage by having plants reserved early for shipment later, as desired. Orders are shipped as promptly as is humanly possible during rush season. **PLEASE USE ORDER BLANK.**

**CANADIAN AND FOREIGN ORDERS**—Please remit 25% additional for extra packing and postage in Canada, Foreign Countries and U. S. Colonies. Canadian customers must secure a permit from the Secretary of Destructive Insect and Pest Board, Department of Agriculture, Ottawa.

**OUR GUARANTEE**—All shipments must be satisfactory when received or order duplicated or money refunded; whichever is preferred. Complaints, if any, must reach us within 10 days after receipt of shipment. We do not guarantee safe arrival of Canadian, United States Colonies, or foreign shipments. We give no guarantee, expressed or implied, as to the quality or productiveness of any plants or bulbs we ship. We strive to have our plants true to name but we do not guarantee it.

### *Discounts on Roses* **DEDUCT**

● 10% ON 6 OR MORE ROSES ●  
15% ON 12 OR MORE ROSES  
20% ON 25 OR MORE ROSES

We offer Rose plants in three sizes—strong first size plants, immense two year old plants, still larger star size specimen plants. Pot grown, immense roots. Plant any time, spring, summer, fall. Whenever it suits you.

# No. 1 American Hardy Everblooming Bush Rose ... Lovely ... “Jeannette Heller”

**The prettiest, strongest, healthiest, hardiest, fancy-colored garden bush rose in the world.**

The proof of goodness in anything is the continued demand for it. This great rose of ours stands without a parallel in sales, we believe. Upwards of a million plants has been sold and planted the world over. Thousands of voluntary testimonials from every section of the country tell us that “**Jeannette Heller**” is one of the most satisfactory and most beautiful of all roses.

In health, hardiness, tremendous growth and for continuous blooming, it stands alone—unsurpassed. Has the vigor of an oak, growing in ordinary soil and under poorest conditions to perfection everywhere. We have seen it here in the ice and sleet still blooming and in Jamaica, under the tropical sun, literally covered with gorgeous buds and flowers—indeed a convincing test.

Color indescribable, a beautiful blending of shell pink in center, shading off to rosy blush and pale yellow, sometimes creamy yellow and pearl, then again almost pure pink.

Flowers immense in size, as big as an ordinary tea cup; buds beautiful, pointed, enormous.

In any size plant it will bloom immediately **this year anywhere**, and continuously until freezing weather.

Massive leathery-like foliage protects it from insect attacks. Plant it where you will—IT GROWS. IT BLOOMS—and in an everlasting joy to the beginner or amateur. Born in America and ought to be planted in every American home. It has made us famous. It will make you a rose enthusiast forever. Order early. Sold out last year.



**Our Lovely Jeannette Heller Rose**

**JEANNETTE HELLER PRICES:** Strong, 2 year plants, 90c each, by Express (see Page 3); \$1.00 each, prepaid; still larger, star size, immense specimen plants, \$1.25 each by Express; \$1.35 each prepaid. First size plants 30c each; 4 for \$1.00 Postpaid. All beautiful potted plants. (Discounts Page 3).

**SIMPLE GROWING HINTS**—Plant our Potted Roses any time after danger of heavy frost is past. Roses like plenty of sunshine. Don't plant close to trees or large shrubs. Ordinary good garden soil will do.

Dig the soil about 15 to 20 inches deep. Plant about 18 inches apart. Spade in well rotted manure if possible. Use other manures very careful. Bone Meal is good. Set the plants well down into the soil. Water thoroughly to the bottom of the roots when planted. Don't keep plants wet. Water only when they need it. The best winter protection is to throw up plenty of earth around the plants, putting straw or other coarse litter on top and around the bushes. If you desire further information **write us enclosing a stamped envelope** for reply which will be cheerfully given.

**READ WHAT U. S. GOVT. SAYS**—In a bulletin issued by Dept. of Agriculture, entitled “ROSES FOR THE HOME,” which of course may be relied upon as being impartial, and which is issued for the purpose of helping amateur rose growers—this is what they say in regard to WILDROOT roses, which we **do not** grow, and OWN ROOT roses, **which is our specialty**, and which we have always claimed are the most satisfactory for amateur rose growers:

“The expert who can constantly watch his plants may be successful with grafted and budded roses, but the average grower would do best to use own rooted plants, even though they do not grow so fast. The few varieties that succeed only when grafted should not be tried until the grower has become expert in handling roses. Climbing roses are grafted less often than hybrid perpetuals, hybrid teas, and teas.”

## WHAT KIND OF ROSES?

There are different kinds of rose plants sold at all kinds of prices. Department stores, hardware stores, even furniture stores may be found selling roses in the spring of the year. In many cases rose plants are sold that have been forced for cut flowers. They have served their purpose but they are being passed on now for further work at very low prices. It used to be they were thrown on the dump. Sometimes these plants will give very fair results, but they are not the kind of plants that can be depended upon because they are exhausted. They have been grown under terrific pressure for the beautiful flowers they have produced and the grower naturally keeps them as long as there is any profit attached to them.

We don't grow cut flowers. Our plants have all the energy and root action stored up for **your** use and pleasure. They are grown cold in the winter just above freezing to give them a good rest and when planted out in the spring will literally burst into bloom. We prepare the root action which is the motor of the plant and you are paying for that kind of skilled preparation. If you want roses to which there will be no headaches attached, that will give you magnificent results if planted in ordinary good garden soil, plant our **pot grown own root** rose plants any time after heavy frosts are over—plant them in June, July, August, if you want to even in September. Plant them whenever it suits you. We have them ready for planting every month in the year that the ground is not frozen. They are specially grown for amateurs and beginners.

Then there are dormant field grown Roses budded and grafted on wild roots (**ours are on their own roots**), many very satisfactory, but others grown in far away places, shipped across country, kept in cold storage, then resold to firms who advertise them at “bargain prices.” These plants are “travel weary” and have but little vitality when they finally reach the buyer.

*We say buy Plants like ours that are Alive—direct from Planter to Grower*

# The Glorious DAVID O. DODD



## The Long Looked-for Hardy Everblooming Crimson Bush Rose

No other crimson bush Rose can compare with "DAVID O. DODD." It stands alone. It is a matter of pride that we bring this amazing new American bush Rose before the Rose lovers of America. (See illustration front cover page).

"DAVID O. DODD" produces in marvelous profusion, flowers 5 to 7 inches across with as many as 50 to 60 petals, on strong stems; a strong bush, growing to the height of 3 to 4 feet. Marvelous in its health and vitality. The magnificent, deep, dark crimson flowers, flushed deep scarlet, are borne on long, stiff stems. Buds superbly formed; both buds and flowers are of immense size, deliciously perfumed. Continuous blooming. Foliage very large, disease resisting. Hardy in all sections of the country.

"DAVID O. DODD" will astonish and amaze you. A great American novelty of the highest merit. Although we had thousands of "DODD" last spring, we were sold out long before the year was over. We have an immense stock this year but we advise early reservations. Ours is the original stock. Be sure to get the genuine "DODD"—an American born aristocrat which challenges any foreign creation. Buy American.

**PRICES "DAVID O. DODD":** Strong, 2 year plants, 90c each, by Express (see Page 3); \$1.00 each, prepaid; still larger, star size, specimen plants, \$1.25 each by Express; \$1.35 each prepaid. First size plants 35c each; 3 for \$1.00 postpaid. All beautiful potted plants. (See discounts page 3).



## Alexander Hill Gray

### ALEXANDER HILL GRAY (See Illustration) —

After a thorough trial we offer this lovely yellow Rose as one of the very best, if not the best yellow everblooming, garden Rose. Notably free from disease. The color, deep lemon-yellow, deepens as the flower expands, and does not fade in the open ground. Buds and blooms are of perfect formation, immense in size, full, double, of great substance, produced in greatest abundance throughout the entire season. Strong grower, very hardy. Awarded Gold Medal by the national Rose Society. Sometimes termed "Yellow American Beauty."

### E. G. HILL (See Illustration) —

One of the finest outdoor Roses in existence today. Strong upright grower, vigorous and healthy. Buds ideal, long and pointed on good stout stems, open into a full double bloom of crimson scarlet which retains its color until the petals fall. Blooms continuously from early season until late fall. Hardy anywhere.



Gorgeous  
Yellow  
Rose  
Alexander  
Hill Gray



E. G. Hill

**ANGELE (See Illustration)** — Large, white bud, greenish tint, opening to a majestic double bloom of purest white. Grand grower. Long needed. New and Beautiful.

**AMERICAN BEAUTY**—The fame of our American Beauty roses is world wide. The rich, glowing crimson flowers, shaded and veined, are immense in size. Very double. Borne on long, stiff stems. Hardy with protection. Blooms with unusual freedom. **2 yr. and star size, only.**

**RED COLUMBIA**—Color brilliant scarlet crimson of exquisite shading.



Angele—New and Beautiful

## Dainty "Baby Doll"

### EXQUISITELY BEAUTIFUL—COLORS RIVAL THE RAINBOW

This lovely baby or miniature introduction of ours is the most unique of all roses. The foliage is three times as plentiful as is usually seen and is insect proof. It grows not to exceed 15 inches high, produces hundreds of perfectly formed, absolutely double, miniature blooms, early and late, all the time, outdoors and indoors in pots. The plant is always blooming! In hardiness and health it is superb, exquisitely formed, dainty and beautiful. The tips of the petals show vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—so extraordinary that everyone who sees it exclaims, "What a wonderful rose!" Perfectly hardy everywhere. In the writer's garden in bloom November 20th.

**PRICES:** All Rose plants on this Page: Strong two year old, 70c each, by Express (See page 3); 75c each, Postpaid; still larger, star size, \$1.00 each, by Express, \$1.10 each, Postpaid; strong, first size 30c each; 3 for 75c, Postpaid. (See discounts page 3.)



Our Dainty "Baby Doll"



# Hardy Ever-blooming Bush Roses

**TALISMAN** (See Illustration)—Sensational and world famous new bush rose, with very large, double blooms produced in constant profusion. Indescribable colors—brilliant orange yellow with coppery red shades, blended into a combination seen in no other rose; fragrant, exquisite buds, very hardy, free-blooming. The most sensational introduction in fancy colors now known. **Sold only in strong 2 year old pot-grown plants; 75c each, by Express (see Page 3), 80c each, postpaid; larger star size, \$1.00 each, by Express; \$1.10 postpaid.**

**SILVER COLUMBIA**—An offspring of the great "COLUMBIA," with which it is identical. The magnificent flowers, if anything, are borne in greater profusion. The fragrance is even sweeter than that found in AMERICAN BEAUTY. Color a deep silvery pink, deepening towards the center. A remarkably strong, healthy grower.

**GOLDEN GATE**—Color, rich creamy white, shaded with a golden yellow and clear rose, of indescribable beauty. It is immense in size, finely formed, with long and beautiful buds.

**KOOTENAY**—Flowers of immense size, full, double. Strong grower. Color creamy white. A profuse bloomer. A great rose.

**COLONEL R. S. WILLIAMSON**—New and lovely satiny white, deep blush center. Large.

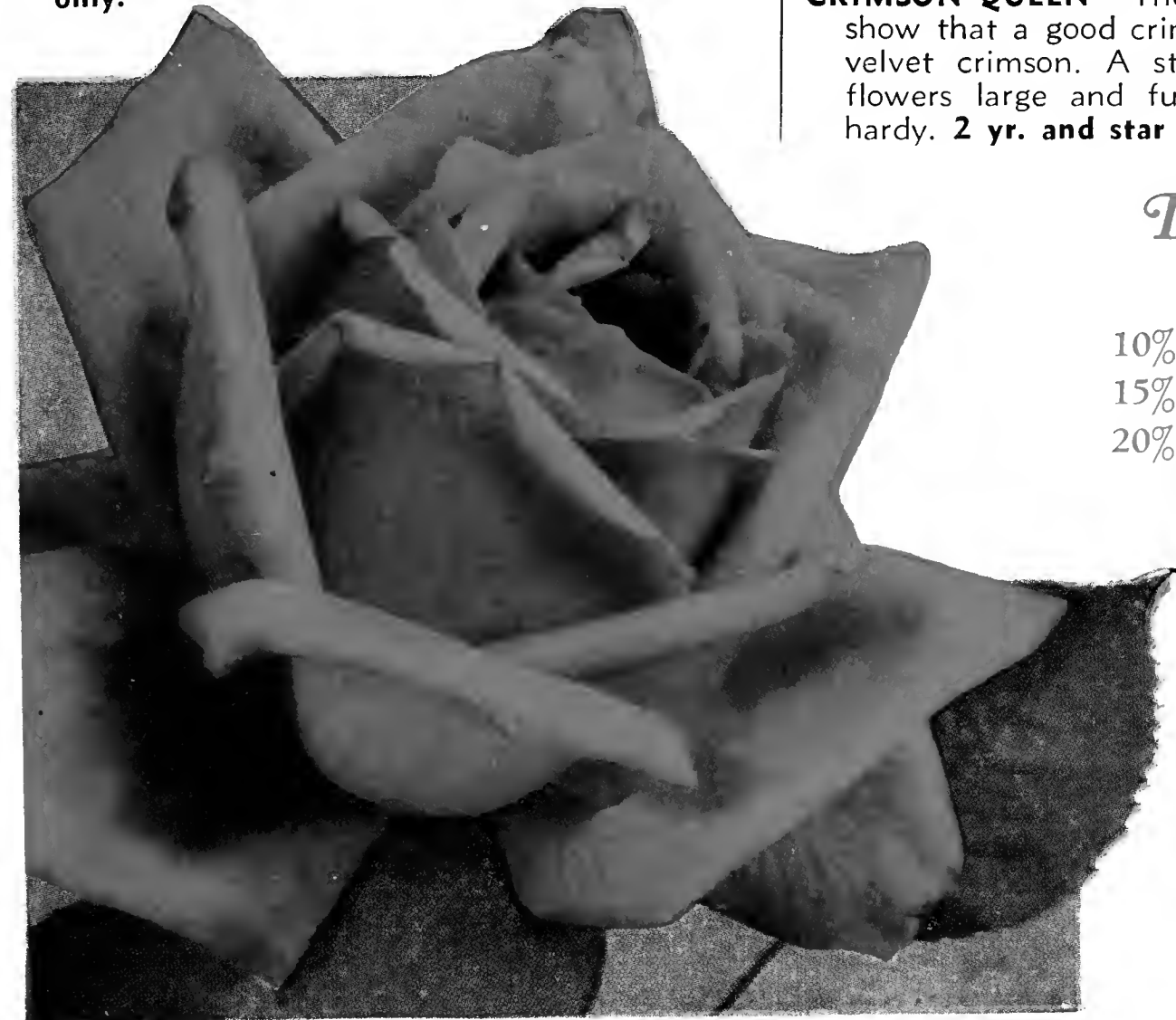
**JOHN COOK**—Color clear pink, reflex petals a lighter shade. Large flowers borne continuously. We think this is one of the great garden roses of our time. **2 yr. and star size, only.**



The Great Talisman

**JOANNA HILL**—New, strong growing, everblooming Hybrid Tea Bush Rose. Large, long, handsome buds, opening into a double bloom deep yellow flushed with a coppery orange at base of petals. **2 yr. and star size, only.**

**CRIMSON QUEEN**—There is no color that produces the show that a good crimson does. This is a rich, bright, velvet crimson. A strong, vigorous, upright grower; flowers large and full. Always in bloom; extremely hardy. **2 yr. and star size, only.**



Beautiful Etoile de Hollande

## Discounts on Roses DEDUCT

- 10% ON 6 OR MORE ROSES
- 15% ON 12 OR MORE ROSES
- 20% ON 25 OR MORE ROSES

**ETOILE DE HOLLANDE** (See Illustration) — Bright red flowers of good size, fairly full, deliciously perfumed. Regarded as one of the best new roses.

**LA CHAMPAGNE** — Semi-double peach colored blooms, slightly shaded darker. Better than Madam Butterfly.

**W. FREELAND KENDRICK**— Flowers large, double. Color, flesh deepening to peach in center.

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## Ever-blooming Bush Roses

**GRUSS AN TEPLITZ** (See Illustration) — The Sweetest, Richest Crimson Hybrid Tea Rose—Considered one of the world's twelve best roses. The intense, dazzling color of this rose is found in no other variety. Fiery crimson, shaded with a dark velvety sheen totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect. Splendid cutting rose.

**MRS. AARON WARD**—Very distinct, coppery orange in the bud, golden orange when partly developed and pinkish fawn when fully opened. Splendid; pleasing fragrance. Plant is dwarf, spreading with healthy holly-like foliage; always blooming.

**LADY PLYMOUTH**—A Rose similar to Souv. de Pierre Notting, which means a handsome bud, full double bloom of large size. Deep ivory cream, faintly flushed.

**PINK RADIANCE** (See Illustration)—Gloriously formed flowers, immense in size, exquisite fragrance, grand foliage, healthy growing, fine color, always in bloom. The color is beautiful—bright carmine-pink. Hardy everywhere with protection; as its name suggests, radiantly beautiful. One of the world's twelve greatest roses.

### Discounts on Roses

#### DEDUCT

10% ON 6 OR MORE ROSES

15% ON 12 OR MORE ROSES

20% ON 25 OR MORE ROSES



One of the World's Best  
Gruss an Teplitz

**HOLT HEWETT** — Some growers report that this is one of the finest shaped roses, and one of the best for exhibition purposes. Bud is well shaped on erect stems opening into a large fine flower of perfect form. Dark velvety crimson flushed scarlet, sweetly scented.

**PADRE**—New. Improved "Mme. Herriot." Brilliant, coppery scarlet, flushed yellow at base of petals. Semi-double; beautiful long buds. 2 yr. and star size, only.

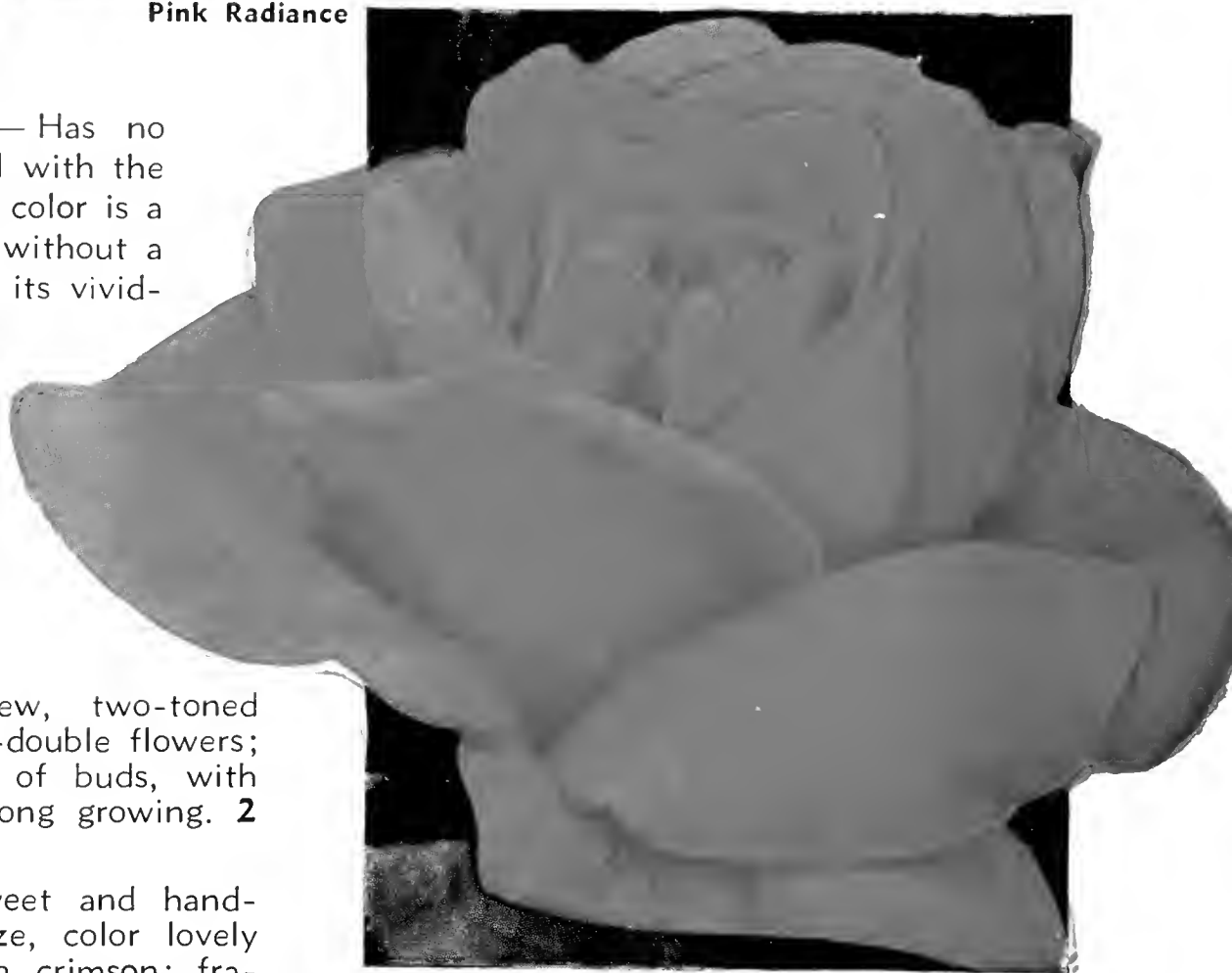
**RED RADIANCE** (See Illustration) — Has no superiors and few equals; identical with the original Pink Radiance, except the color is a splendid, even shade of clear red, without a trace of any other color, retaining its vividness after being cut. The vigor of growth, its adaptability to any soil or climate has made this rose outstanding. It does just as well in the far North as in the extreme South. It is one of the twelve best garden roses in the world. Very hardy and free blooming.

**BETTY UPRICHARD**—Beautiful, new, two-toned rose. Copper-red buds. Large semi-double flowers; brilliant orange. Carmine outside of buds, with light salmon shades. New and strong growing. 2 yr. and star size, only.

**PINK LA FRANCE**—Exceedingly sweet and handsome; flowers and buds large size, color lovely shade of silvery pink, tinged with crimson; fragrance delicious; flowers very full and beautiful.



Pink Radiance



Great Red Radiance

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## Hardy Ever-blooming Bush Roses

### GRACE N. CROWELL (See Illustration) —

Color a brilliant rose with petals heavily veined with vinous crimson while the base of the petals is shaded primrose yellow. Handsome buds opening into an immense perfect double bloom on long stiff stems. A grand grower and free bloomer. A great new Rose.

### MRS. W. E. LENON (See Illustration) —

Bright scarlet and vermillion buds opening into a full handsome double flower of almost perfect form of large size. Fragrant almost as the world famous American Beauty. Extraordinary free bloomer and good grower.

### HOLLYWOOD (See Illustration) —

Immense gorgeous double flowers, on long single stems, an ideal rose for cutting. Lovely shade of red or cerise, still darker as the flower opens. Delicious American Beauty fragrance. Always blooming the entire season. Good strong grower with good foliage.



Lovely Grace N. Crowell

## Discounts on Roses

### DEDUCT

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20% ON 25 OR MORE ROSES

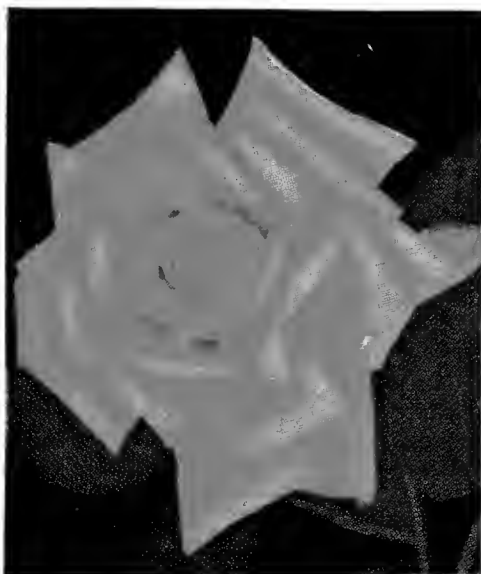
### KAISERIN AUGUSTA VICTORIA

(See Illustration) — A great white, hardy, everblooming rose. Strong, sturdy grower; free flowering; has become the most popular of all white roses for general planting. Blooms continuously from early spring until late fall; long pointed buds, large, double flowers, glorious in their perfection; borne on long, stiff stems; deliciously fragrant; especially good in autumn. Plant is moderately vigorous and very hardy. A lovely, truly indispensable white garden rose

**COLUMBIA (See Illustration)** — As a garden rose stands without a peer, strong growing, blooming continuously. Almost thornless, throwing out strong blooming stems 4 feet or more in length.

Flowers magnificent, often measuring 6 inches across, full deep and double. Color deep peach pink, glowing and sparkling. Fragrance delicious. Wonderfully strong grower with tremendous root action—the secret of its vigorous health and tremendous blooming capacity. Large heavy foliage free from disease. A marvelous garden rose.

**F. R. PATZER** — A Rose of striking and pleasing appearance, owing to the delicate blending of color, which is a creamy-buff, with the reverse of petals a delicate warm pink, and as they expand the color becomes a light orange pink.



Mrs. W. E. Lenon



Hollywood



Great K. A. Victoria



Columbia, Splendid Pink

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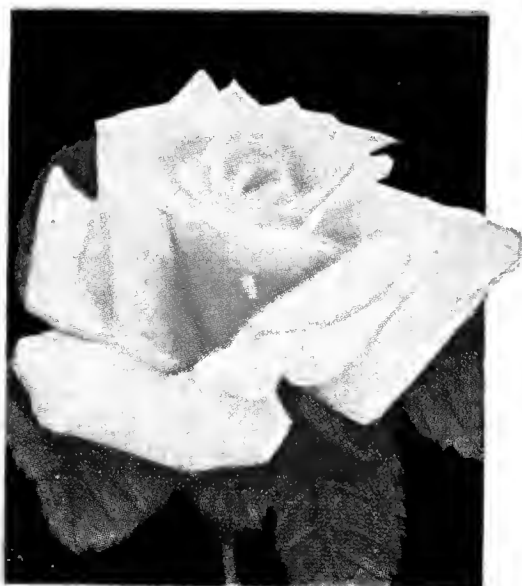
## Hardy Ever-blooming Bush Roses



Briarcliff

**ROYAL RED**—Flowers enormous. Scarlet red, almost black shadings; delicious fragrance. 2 yr. and star size, only.

**FRANCIS SCOTT KEY** (See Illustration)—A magnificent garden rose named in honor of the author of the "Star Spangled Banner." Color a glowing scarlet with darker shadings. Buds long, pointed, full and double.



White Radiance



Francis Scott Key

**BRIARCLIFF** (See Illustration)—One of the grandest roses it has been our privilege to grow. Bud beautifully formed, long and solid, opening into one of the finest blooms of enormous size. Very double, a brilliant rose pink. Splendid grower, free from diseases such as black spot and mildew. Flowers produced in a great abundance the entire season, on long, stiff stems, making it ideal for cutting.

**WHITE RADIANCE** (See Illustration)—Same characteristics as the Radiance roses. Blush white.

**ROSE HILL** — Improved Columbia. Pure rose pink. Unsurpassed in size, beauty and healthy growth.

**SOUV. DE PIERRE NOTTING** — Color apricot - yellow, tinged with golden and mixed with orange-yellow, edge of petal shaded carmine-rose.



Harvard

**HARVARD** (See Illustration)—A handsome double dark red rose of exceptional merit. Blooms nearly black. Handsome long pointed buds opening into a full double bloom of the same dark shade. Fragrant as an American Beauty. Good growth and foliage.

**QUEEN LOUISE** (See Illustration)—New and beautiful, full double flowers; large, globular-shape; color, pure white—a welcome addition. Strong branching grower. Splendid novelty.



Queen Louise

**MME. BUTTERFLY** (See Illustration)—Buds a lovely shade of Indian ochre, yellow at base; opening flowers perfect in form, brilliant in color and of delicious fragrance.

**MME. JENNY GILLEMOT**—A brilliant saffron-yellow rose, opening canary with dark golden shades. Buds long and pointed, beautiful in form and color; flowers large, with immense petals. Hardy and vigorous; in constant bloom. The equal of Souv. de C. Pernet, or any other yellow rose.



Mme. Butterfly

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## Hardy Ever-blooming Bush Roses

**ROSA ROULETTI**—The world's smallest pink, midget Rose. The bud is a little larger than a grain of wheat but perfect in form. Our illustration is not "ROSA ROULETTI," but gives a fair idea of the beauty of this unusual novelty. Growth, about 6 inches in height, very bushy, healthy, absolutely hardy, blooming continuously; color, lively pink; open flower double, less than 1 inch in diameter, a real novelty. Fine for edging, rock-gardens, window boxes. Exceedingly rare. **Strong 2 year old plants—ROSA ROULETTI—\$1.00 each by Express, (see Page 3); 2 year \$1.10 each, Postpaid; star size, \$1.25 by Express; star size, \$1.35, Postpaid. Sturdy first size plants, 40c each, Postpaid.**

**JOANNA TROUTMAN (See Illustration)**—The deepest of all yellow roses yet produced, holding its color to the very last. It is a fine grower of free-branching habit, with beautiful bronzy green foliage. Strictly ever-blooming, every shoot

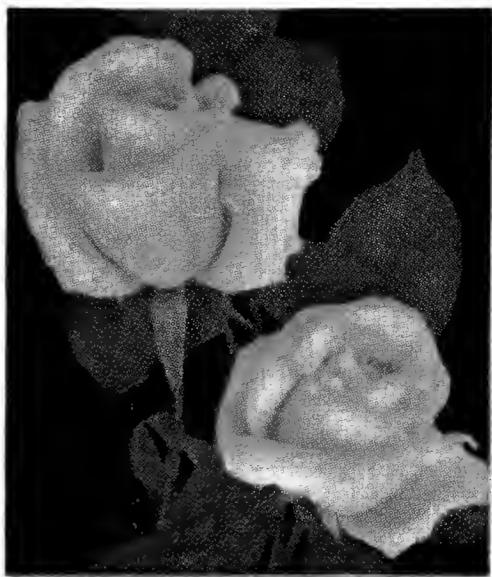
being crowned with a flower.

Buds long and

pointed of deep copper color. Flowers, when expanded, of the richest orange-yellow ever seen in a flower.



Beautiful Garden Gem



Gorgeous Joanna Troutman



Giant Jonkeer J. L. Mock



Dainty Rosa Rouletti

**GARDEN GEM (See Illustration)**—Grand grower, absolutely free from disease. Satiny pink flowers of lovely form. Magnificent bloomer. One of the best new roses.

**LADY HILLINGDON (See Illustration)**—Color almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds produced on long, strong wiry stems, well above the foliage, giving a graceful effect. Strong, healthy grower.

**JONKHEER J. L. MOCK (See Illustration)**—Gorgeous Giant Pink—Gigantic flowers on erect, stiff stems and a growth that is marvelous in its freedom. Large, heavy foliage; quickly makes a strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright, rich pink, faced with carmine. The magnificent buds open very slowly which gives a lasting bloom. A wonderful hardy hybrid tea garden rose.

**CLOTHILDE SOUPERT**—One of the greatest of all bush roses. Has everything—beautiful flowers borne in amazing profusion continually. We could fill a page saying good things about it. A strong dwarf grower, producing clusters of full, double flowers. Color beautiful ivory white, silvery rose center.

## Discounts on Roses DEDUCT

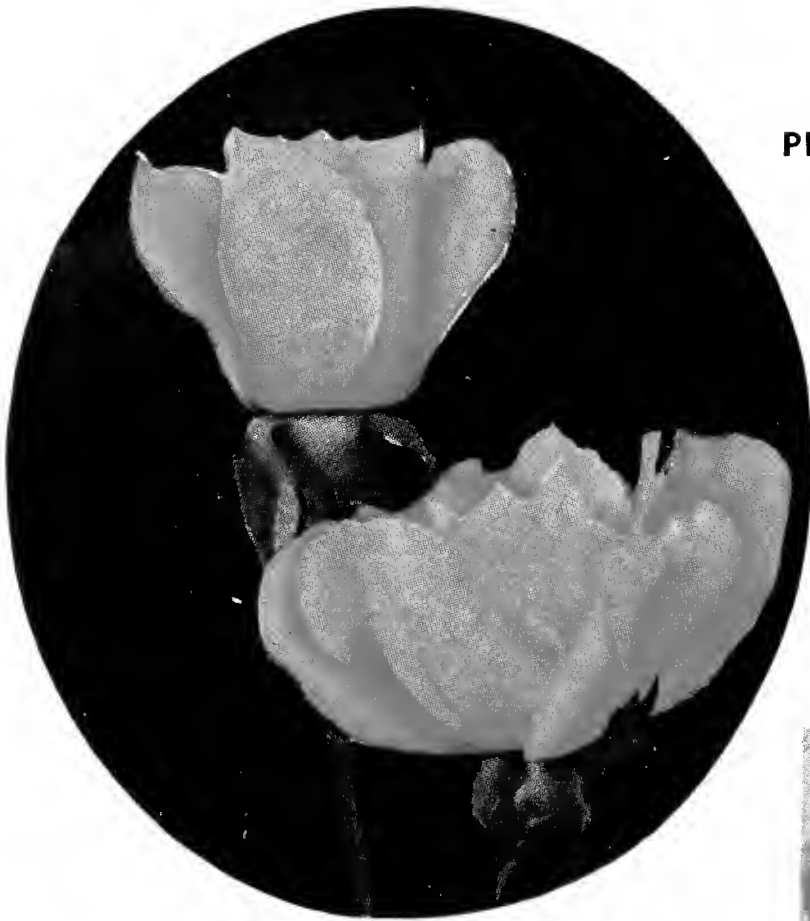
10% ON 6 OR MORE ROSES  
15% ON 12 OR MORE ROSES  
20% ON 25 OR MORE ROSES

**PRICES:** All Rose Plants on this Page except where noted: Strong, two year old, 70c each, by Express (see Page 3); 75c each, Postpaid; still larger, star size, \$1.00 each, by Express, \$1.10 each, Postpaid; strong, first size 30c each; 3 for 75c, Postpaid. Many, not all, 2 year are really 3 years old, but sold as 2 year—your gain. All beautiful Potted Plants, ready for planting—Spring, Summer or Fall.



Lady Hillingdon

## Ever-blooming Bush Roses



Pres. Herbert Hoover

**PRESIDENT HERBERT HOOVER** (See Illustration)—A glorious Rose, wonderfully free in the easy manner in which it grows and charming in its color arrangement which is a splendid combination of cerise-pink, flame, scarlet, and yellow. This combination of colors gives the most dazzling color effect imaginable. The buds are beautifully pointed; the flowers large, composed of broad, thick, heavy petals with moderate fragrance produced on long stiff stems, ideal for cutting. Outdoors it has proven to be a most wonderful grower and bloomer. **2 yr. only, 75c each, by Express (see Page 3); 80c each, Postpaid; larger, star size, \$1.00 each, by Express; \$1.10 Postpaid.**

**CRUSADER** (See Illustration)—Rich velvety crimson of bright hue and of massive form, this rose is one of the very finest of the reds. The flowers are very large, full, extremely double, with petals of splendid substance. Plant is of moderate growth, with exceptionally fine disease resistant foliage.



Crimson Beauty

**CRIMSON BEAUTY** (See Illustration)—Resembles "Gruss an Teplitz." Strong, clean, sturdy bush. Glowing crimson flowers, borne continuously. Very hardy.

**PRESIDENT TAFT**—A most remarkable pink Rose, with a shining intense deep pink color of a very distinctive shade. Splendid grower in every respect.

**REV. F. PAGE-ROBERTS** — Copper-red buds of good length of exquisite color and form, opening to rich Indian yellow inside with the outside petals strongly marked apricot and carmine. Rich fragrance. A glorified Duchess of Wellington but with more petals and deeper, richer color. Plants are of a strong growth, branching habit with healthy disease and insect resistant foliage. **2 yr. and star size, only.**

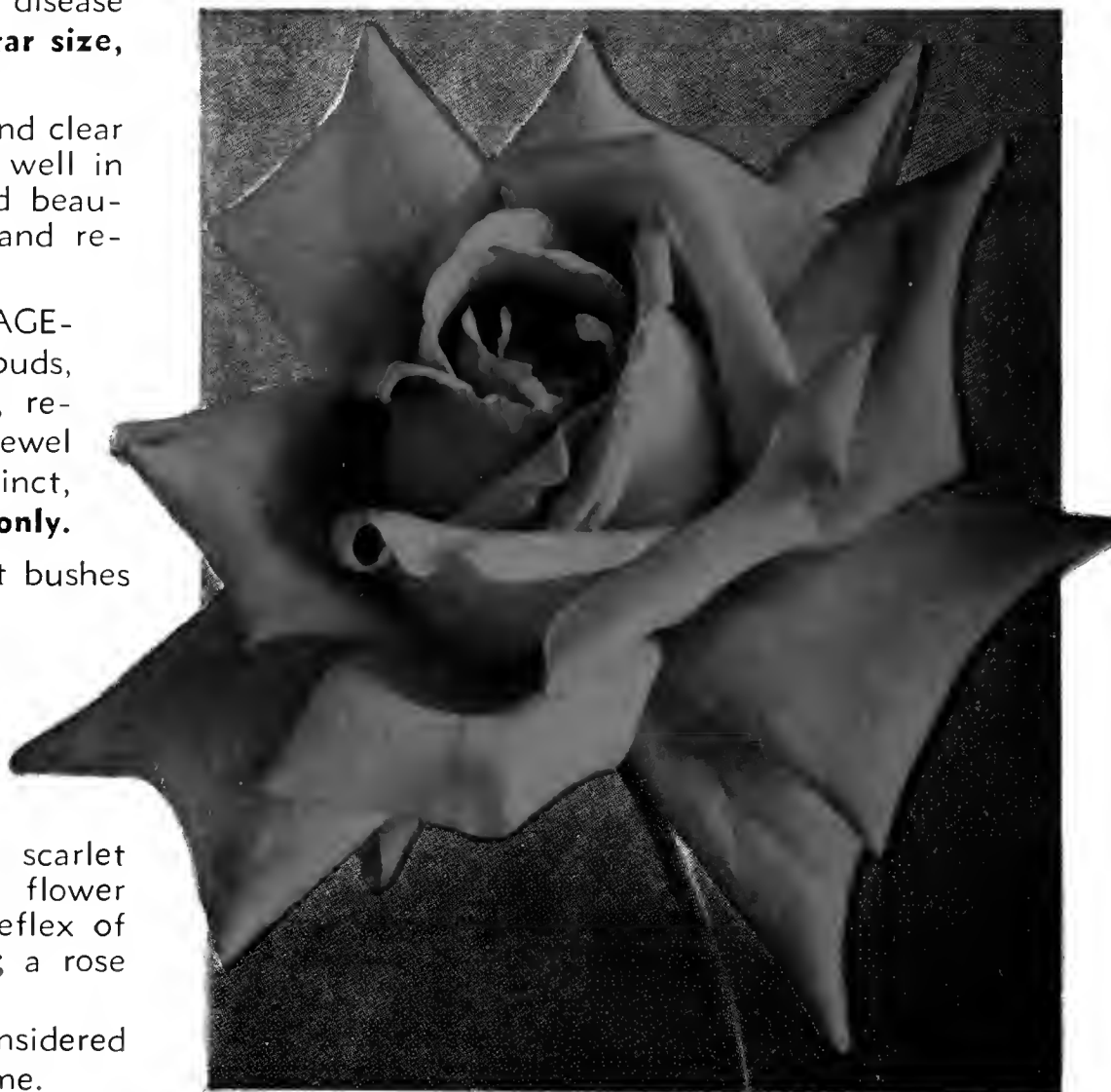
**EUREKA**—The color is unusually brilliant and clear of a bright rose pink retaining its color well in the open flower. Buds of good size and beautiful formation. Bush of erect growth and remarkably free bloomer.

**MRS. A. R. WADDELL**—Rivals "REV. F. PAGE-ROBERTS." Better grower. Beautiful buds, large flowers, very double; rosy scarlet, reverse shaded salmon tints. Really a jewel among roses; too little known. Distinct, strong, free, hardy. **2 yr. and star size, only.**

**ETOILE DE FRANCE**—The strong, upright bushes have beautiful bronze-green foliage, which is not subject to insect attacks. Blooming constantly, producing large, massive deep full cup-formed flowers of clear red or velvety crimson. A superb garden rose.

**RED LETTER DAY**—A velvety brilliant scarlet crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet; a rose of exquisite grace.

**ROSELANDIA**—Dark saffron-yellow. Considered an improved "OPHELIA." Sweet perfume.



Crusader—A Wonderful Crimson

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# Hardy Ever-blooming Bush Tea Roses

Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously. Quite hardy, but where the winters are severe, protect them carefully.

**RED MAMAN COCHET** — Produces magnificent flowers, full and double on long, strong stems. Color a warm crimson. A great red rose.

**ETOILE DE LYON (Star of Lyon)**—Magnificent, golden yellow. One of the hardiest of all tea roses. Strong, healthy grower, bearing its superb flowers in amazing freedom and continually. Immense in size; buds golden yellow, fully double to center.

**ISABELLA SPRUNT**—Golden yellow, free blooming with perfect buds. A sweet scented favorite of many years.

**WHITE MAMAN COCHET (See Illustration)**—Same lovely form as "Pink Cochet" except is snowy white, occasionally tinged with pale blush. One of the finest white Roses for open-ground culture.

**THE BRIDE**—The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. Strong, healthy growth and a profuse bloomer.

**MRS. B. R. CANT**—One of the best, if not the best rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers with silvery rose center, perfectly double, fragrant.

**BRIDESMAID (See Illustration)**—Color fine, clear dark pink. Strong, vigorous grower, bearing its flower on long, sturdy stems. Still holds its own as one of the most beautiful Tea bush Roses.

**MARIE GUILLOT**—Color pure white, sometimes faintly tinged pale yellow. Flowers beautifully made, very large, full and double; of sweet fragrance.

**BLUMENSCHMIDT (See Illustration)**—Pure citron yellow, outer petals edged tender rose. Very full, double flowers; remarkably vigorous grower.

**MME. FRANCISCA KRUGER (See Illustration)**—This beautiful rose is of strong bush habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow. Always in bloom.

**YELLOW MAMAN COCHET**—A typical Cochet Rose. A deep, golden yellow, considered one of the very finest.

**PINK MAMAN COCHET (See Illustration)**—Its large, full and firm buds open into large, perfectly double flowers of splendid substance on long, stiff stems. A clear, rich pink changing to silvery rose. Has many rivals but no superiors.

## Discounts on Roses

### DEDUCT

10% ON 6 OR MORE ROSES

15% ON 12 OR MORE ROSES

20% ON 25 OR MORE ROSES

### Don't Bother with Budding or Grafting. Briar is Always a Nuisance.

"The common belief that all modern roses must be budded or grafted to secure permanent trees is not accurate, says 'Answers' (England). Roses growing on their own roots will give results equal to any produced on briars.

Growing budded roses is a source of endless trouble to many novices. The briar grows up and the grower, not knowing it from the real rose growth, allows it full scope. In a year or two the briar has asserted itself, taken full control, and nothing but dog roses are produced.

With roses on their own roots, there is never any of this trouble. Should the bush be cut down by frost at any time and the roots not harmed, real rosewood is again produced in the spring. On the other hand, many amateurs have set out to plant a rose bed and secured the best of budded stock but in a year or two have had only briars for their trouble.

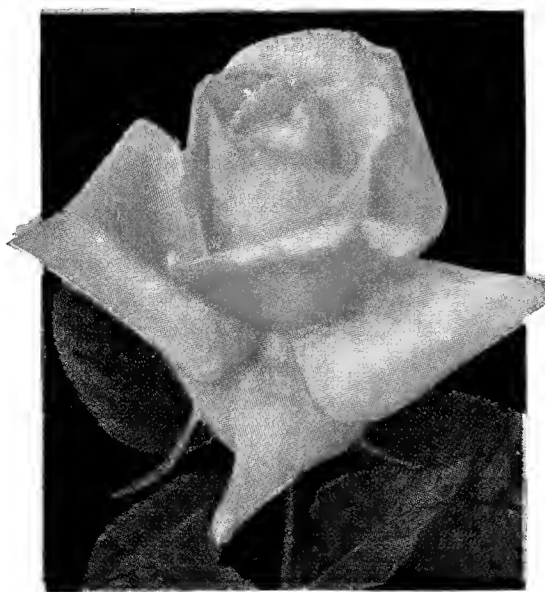
With a budded rose you may get more vigorous growth, and probably a more robust bloom, but give a rose, growing on its own roots liberal treatment and it will come in first every time.

The gardener who sets out to grow roses on their own roots simplifies his work."

(The Evening Bulletin—Philadelphia, Sept. 12, 1925)



The Popular Bridesmaid



Lovely Pink Cochet



White Cochet



Mme. Francisca Kruger

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## Miniature or Baby Roses

Dainty, perfectly formed, just like their big sisters, dwarf-growing Polyantha Roses are excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy, exquisitely beautiful.

**IDEAL**—Enormous heads of blooms of intense, deep garnet.

**ANNY MULLER**—Flowers shiny, brilliant pink, produced in profusion all summer.

**MARIE PAVIE**—Medium size, very full and double; borne in large clusters white flushed carmine. Shapely plants.

**ELLEN POULSON**—Dark brilliant pink, borne profusely.

**WHITE BABY RAMBLER (Catherine Zeimet)**—Pure white flowers borne in immense clusters. Delicious fragrance.

**BABY TAUSENDSCHON**—Flowers white, delicately flushed pink, changing to deep rosy-carmine.

**RED BABY RAMBLER**—Beautiful clusters of bright red flowers, borne in the greatest profusion.

**CHATILLON**—Bright pink. Very vigorous. Profuse and continuous bloomer. Hardy.

**MLLE. CECILE BRUNNER**—Rosy pink on rich creamy white ground. Perfect miniature flowers.

**LA FAYETTE**—Flowers large as "Paul's Scarlet." Produced in enormous clusters, as many as forty flowers in a cluster. Color brilliant cherry crimson.

**GRUSS AN AACHEN**—Yellowish rose colored with salmon pink and red shadings. Blooms larger than the average Polyantha.

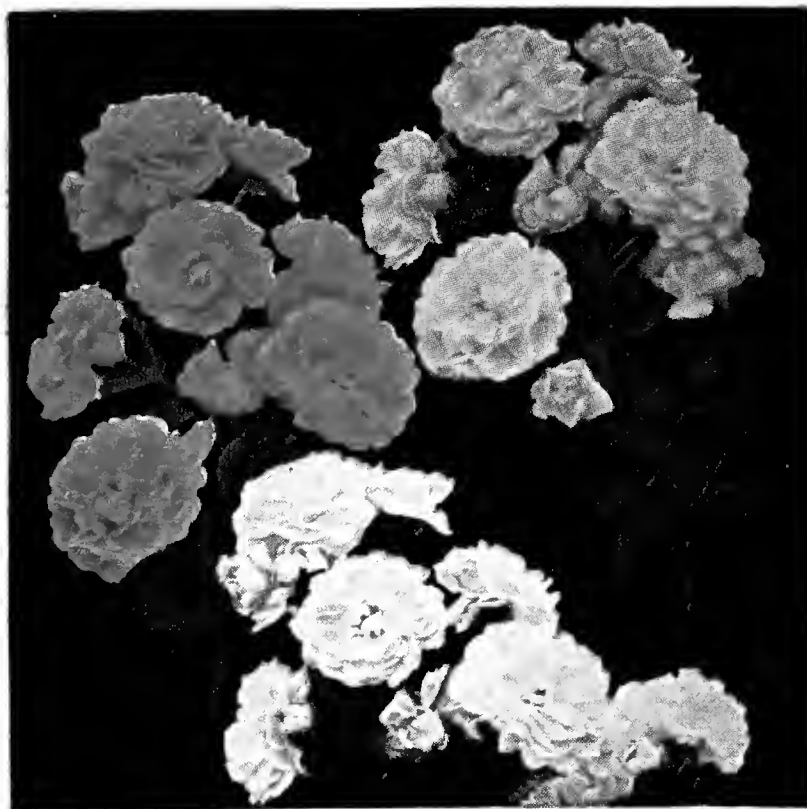
**MISS EDITH CAVELL**—Bright crimson with white eye; enormous clusters. Very dwarf. Always blooming.

**GEORGE ELGER**—Produces great quantities of lovely little buds of golden yellow. Grand grower, blooming all summer.

**LA MARNE**—Semi-double flowers of good size. Blush center, bright salmon-rose at edge of petals. Beautiful.

**GLORIA MUNDI**—New, a favorite with us. Large, well formed, double flowers, in greatest abundance; amazing color, brilliant orange-scarlet. The only Rose of its color. A great novelty.

**BABY ECHO**—Brilliant lively pink, in large clusters.



Chatillon—Beautiful Pink; Ideal—Deep Red; Baby Tausendschon—Perfect White.

### Ever See A Green Rose?

A most interesting and remarkable rose. Much sought for because of its oddity. Flowers are of medium size with small pointed petals set very thickly, which are the same color as the foliage—dark, pea green. We believe we have the only stock of it now known. Blooms constantly. Strong, one year old plants, Green Rose 30c each; Postpaid 4 for \$1.00; Heavy 2 yr. old plants, 80c each, by Express (See page 3); 90c Postpaid. Star size plants, \$1.25 each, by Express, \$1.40 Postpaid.

**PRICES:** Miniature Baby Roses offered above: Strong, two year old plants, 70c each, by Express (See page 3); 75c each, Postpaid; still larger, star size, \$1.00 each, by Express; \$1.10 each, Postpaid; strong first size 30c each; 3 for 75c, Postpaid. Many, not all, 2 year are really 3 years old, but sold as 2 year—your gain. All beautiful Potted Plants, ready for planting—Spring, Summer or Fall.

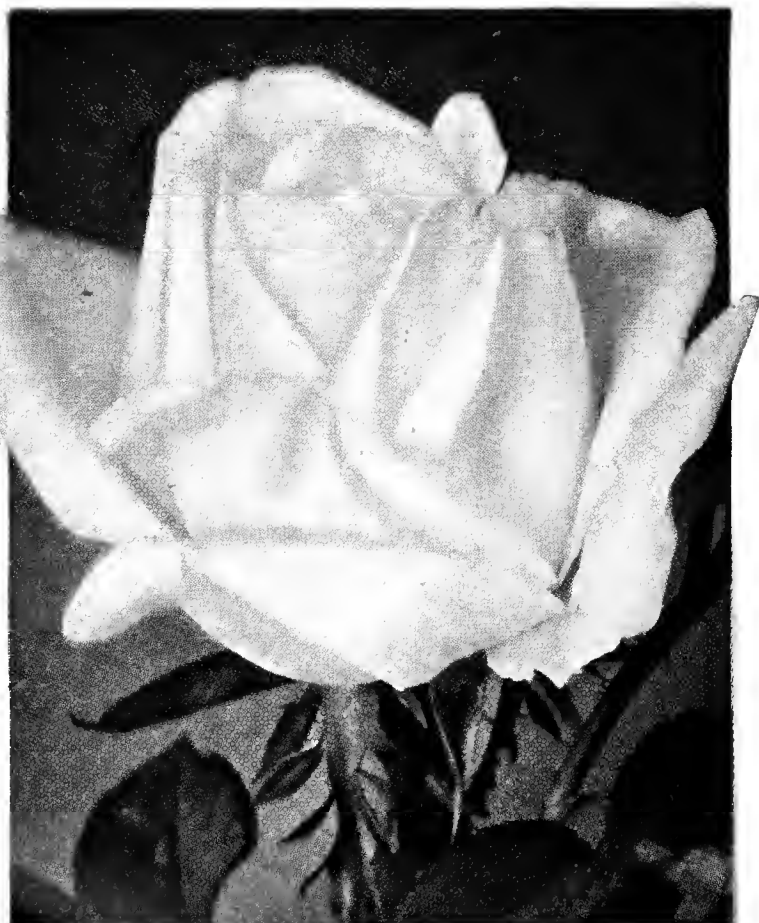
## Discounts on Roses

### DEDUCT

10% ON 6 OR MORE ROSES

15% ON 12 OR MORE ROSES

20% ON 25 OR MORE ROSES



Great Frau Karl Druschki

## Hybrid Perpetual Roses

Hardest of all Roses. Known as "June Roses." Blooms immense in size, delicious fragrance, hardy everywhere. **PRICES H. P. ROSES BELOW:**

2 year old plants 75c each by Express, (See Page 3); 85c each Postpaid; star size, \$1.00 each by Express; \$1.10 each Postpaid. First size plants not offered.

**FRAU KARL DRUSCHKI (See Illustration)**—Tremendously strong grower. Great, rugged, hardy, pure snow white in color, sometimes tinged pink; known as "WHITE AMERICAN BEAUTY." Glorious flowers, immense in size. Practically an ever blooming Rose. Produces flowers, as a rule, throughout the entire season, especially in the late fall. Hardy everywhere.

**GENERAL JACQUEMINOT**—Known everywhere as the famous "Jack" Rose; crimson scarlet, very fragrant, large, full.

**J. B. CLARK**—An intense deep scarlet-rose, with brilliant sheen, shaded blackish crimson.

**MAGNA CHARTA**—Extra large, full flowers, very double; of fine form, sweet, clear, rosy red, flushed with violet-crimson.

**PAUL NEYRON**—Immense double flowers; the largest Rose known; bright, shining pink color. One of the really great Roses.

## Miscellaneous Roses

**HERMOSA**—The favorite of the old-time gardens and just as popular today; blooms in fine clusters; large, double, fragrant; color clear rose.

**NEW CENTURY—RUGOSA ROSE**—Bright, rosy pink, with red center, with petals widely bordered with creamy white.

**SIR THOMAS LIPTON—RUGOSA ROSE**—A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers. Hardy as an oak.

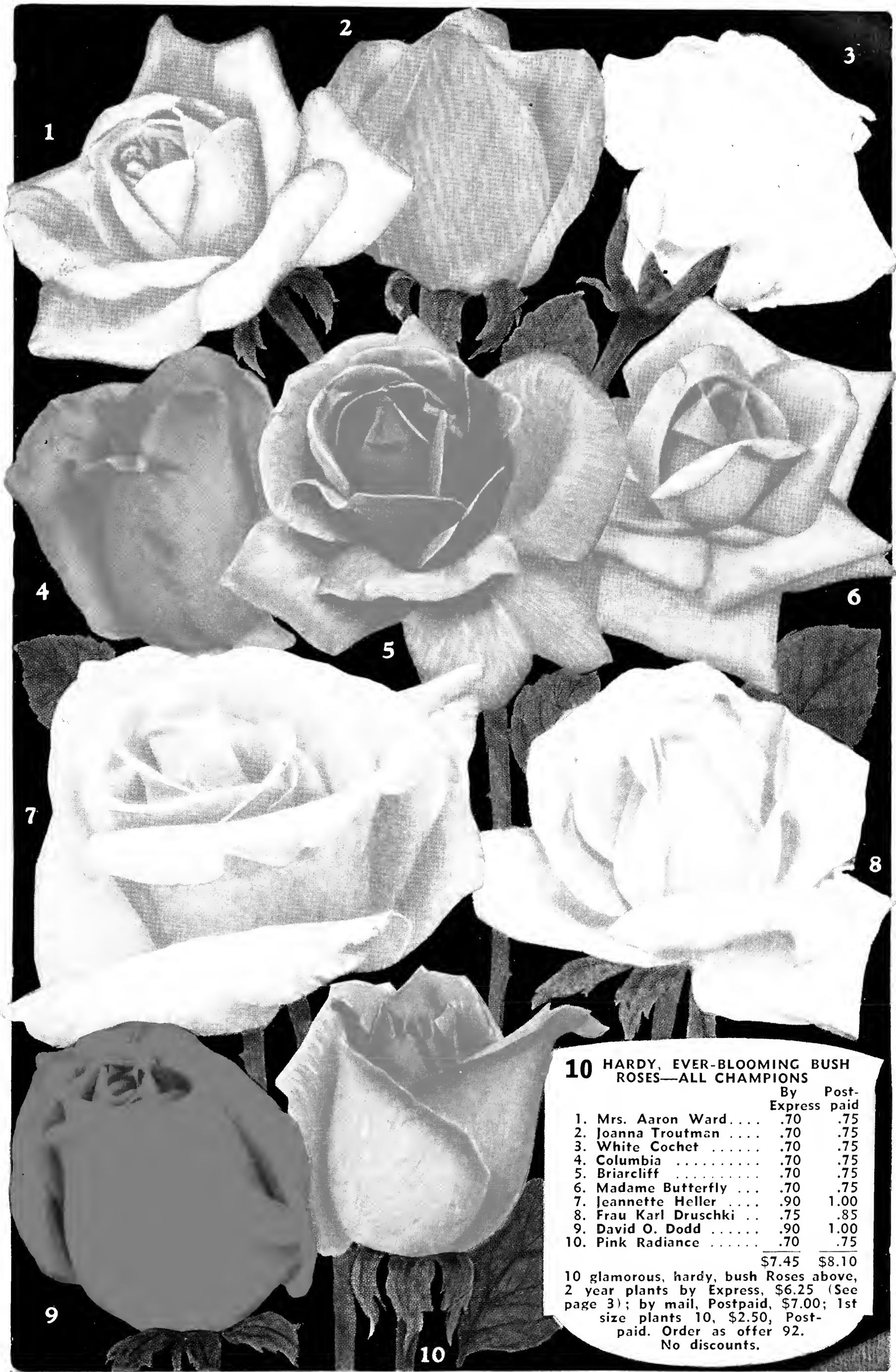
**HUGONIS**—Known as "The Golden Rose of China." Unique, making a beautiful shrub, bearing immense wreaths, literally masses of single, clear, yellow flowers. Grows in the poorest soil to perfection.

**HENRI MARTIN—HARDY MOSS ROSE**—Deep rosy-carmine shaded to bright crimson. A most charming large rose with exquisitely mossed buds. 2 yr. only.

**PRICES:** Miscellaneous Roses: Strong two year plants, 70c each, by Express (See page 3); 75c each, Postpaid; star size, \$1.00 each, by Express.



GREAT ALL-AMERICAN ROSE COLLECTION



**10** HARDY, EVER-BLOOMING BUSH ROSES—ALL CHAMPIONS

	By Express	Post-paid
1. Mrs. Aaron Ward . . . .	.70	.75
2. Joanna Troutman . . . .	.70	.75
3. White Cochet . . . . .	.70	.75
4. Columbia . . . . .	.70	.75
5. Briarcliff . . . . .	.70	.75
6. Madame Butterfly . . . .	.70	.75
7. Jeannette Heller . . . . .	.90	1.00
8. Frau Karl Druschki . . .	.75	.85
9. David O. Dodd . . . . .	.90	1.00
10. Pink Radiance . . . . .	.70	.75
	<b>\$7.45</b>	<b>\$8.10</b>

10 glamorous, hardy, bush Roses above, 2 year plants by Express, \$6.25 (See page 3); by mail, Postpaid, \$7.00; 1st size plants 10, \$2.50, Post-paid. Order as offer 92.  
No discounts.



Flaming Paul's Scarlet Climber

## Flaming Paul's Scarlet Climber

**FLAMING PAUL'S SCARLET CLIMBER**—We like this great hardy climbing Rose better than "Blaze" which has proven somewhat of a disappointment. This variety with us, outdoors, produces its gorgeous, flaming scarlet flowers in amazing abundance in its first blooming period; then it blooms frequently thereafter, especially have we seen it in the fall still blooming although it is not claimed to be an ever blooming variety. For our part we think it is the most gorgeous Rose now known of its type and color. We predict that you will still be growing PAUL'S SCARLET when Blaze is forgotten. PAUL'S SCARLET can be grown as a bush Rose (see illustration) by keeping it trimmed back. Do this in the early spring. Thus grown it makes a gorgeous sight as the writer happens to know. This flaming, scarlet beauty is a real Rose, hardy, free from disease and in a class by itself.

**TAUSENDSCHON (Thousand Beauties)**—Large flowers, with ruffled petals, borne in enormous trusses, from 10 to 15 in a cluster. Colors vary through shades of yellow, cream, and rose pink. A tremendously vigorous plant, bearing thousands of blooms all season.

**ROSARIE (Pink Tausendschon)**—This is a bright pink form of Thousand Beauties. A good climber and a very satisfactory climber in every respect.

**MARY WALLACE**—Large, semi-double flowers, 4 inches across; color clear rose pink with salmon at base of petals. Very hardy.

**EUGENE JACQUET**—Immense trusses of fragrant cherry-red flowers in profusion.

## Hardy Climbing Roses

**KEYSTONE**—Perfectly hardy everywhere, blooms in wonderful profusion. The open flower is perfectly double, with buds beautifully formed. Color clear lemon-yellow. **A fine hardy deep yellow free climber.** This is a really great Rose. Don't miss it.

**DR. W. VAN FLEET**—A splendid hardy rose, large flowers about 4 inches across, full and cup shaped; color flesh pink deepening to rosy-flesh in center.

**DOROTHY PERKINS**—Shell-pink; extremely hardy, vigorous and free blooming. The shoots frequently grow ten to fifteen feet in one season. The perfectly double flowers are in immense clusters.

**ALBERIC BARBIER**—Entirely free from insect attacks; heavy waxy foliage, shines as if varnished. The beautiful yellow flowers are unusually double, sometimes singly, sometimes in clusters.

**JACOTTE**—Color deep coppery yellow, tinted coppery red, borne several together on long stems. Very fragrant.

## Climbing American Beauty

Most Sensational New Arrival Among "The Roses of New Castle." Perfect grower, wonderfully hardy and remarkably free blooming. Almost the same as "American Beauty," with smaller flowers. Medium sized flowers, each produced on separate stems in clusters, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion for weeks. Foliage tough and leathery. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this rose will give the greatest satisfaction. Once planted will last a lifetime. Ours is the genuine stock.

## Discounts on Roses

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The Great Climbing American Beauty

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# Hardy Climbing Roses

**AMERICAN PILLAR**—Of extremely vigorous habit of growth; foliage lively green the season through. It has a profusion of bright pink, semi-double flowers in clusters which are followed by clusters of attractive red berries.

## BIRDIE BLYE

**BIRDIE BLYE** (See Illustration)—One of the freest blooming hardy climbers. Bushes here bloom five and six times each season. Perfectly hardy everywhere. Strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double. Color a bright carmine, changing to bright satiny rose, very fragrant. This is a really great rose.

**CHRISTINE WRIGHT**—Large, thick, leathery foliage. Flowers bright pink, 4 inches in diameter; almost double borne in large clusters. A fine pillar rose.

**VIOLETTE**—Rather large flowers of deep reddish violet borne in big trusses on a strong, slender-caned plant.

**AUNT HARRIET**—Amazingly fine with its masses of dazzling scarlet-crimson roses. The bright effect is intensified by the pure white centers and brilliant golden anthers.

**BESS LOVETT**—Flowers fragrant, clear bright red, good size, double.

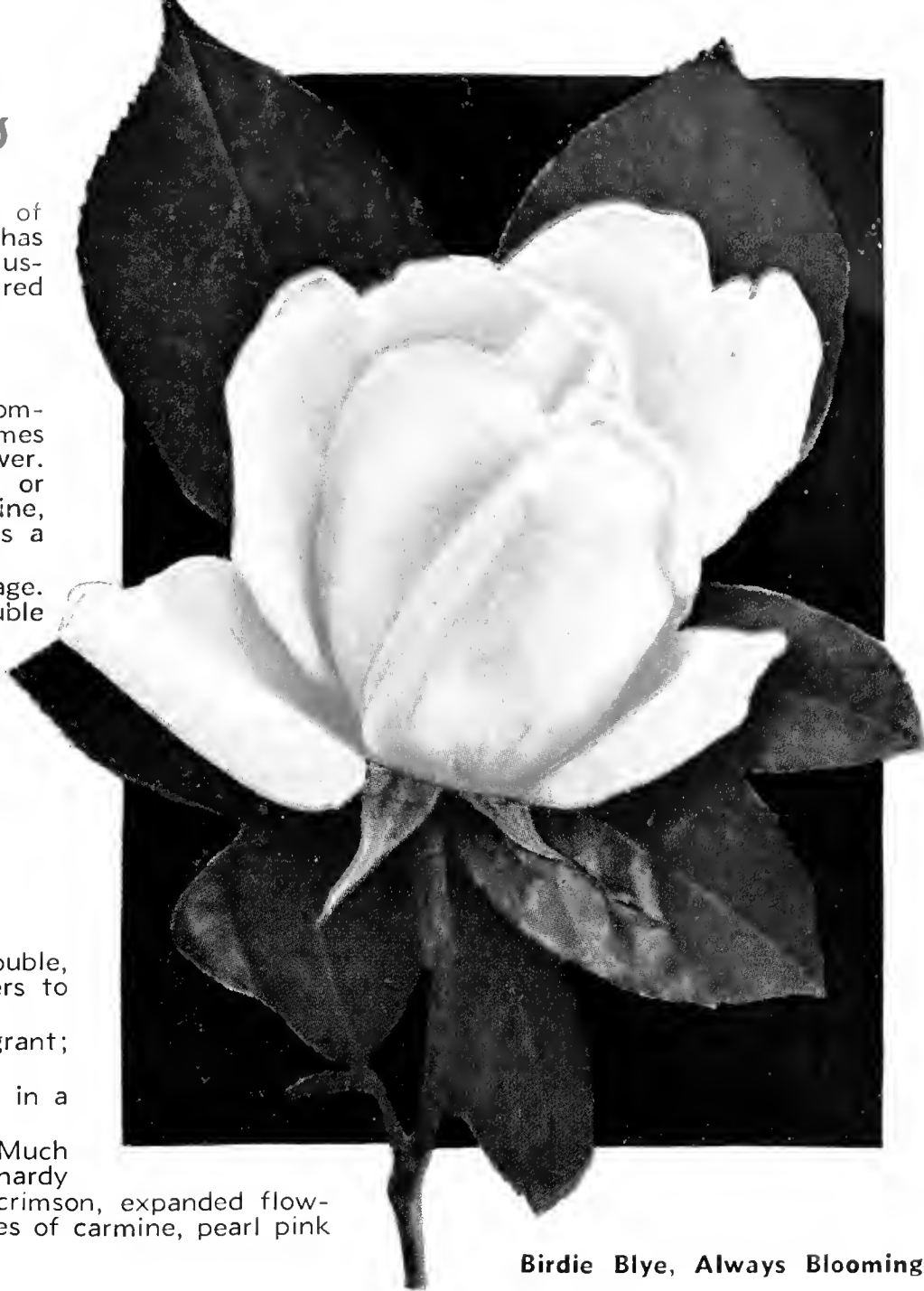
**HEART OF GOLD**—Hardy Climber. Crimson with white at base of petals.

**EXCELSA** (See Illustration)—The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson.

**GARDENIA** (Hardy Marechal Niel)—Very sweetly fragrant; creamy yellow.

**WHITE DOROTHY PERKINS**—Is a rampant grower, and in a short time will cover a large trellis. Glistening white.

**MME. GREGOIRE STAECHELIN**—New Spanish climber. Much talked about and high priced. Strong, climbing, hardy everywhere. Buds crimson, expanded flowers showing splashes of carmine, pearl pink inside; striking.



Birdie Blye, Always Blooming



Excelsa, Glorified Crimson Rambler

## Free Blooming Climbing Roses

These are the best of all constant blooming climbing roses. Noted for the exquisite beauty of their flowers. Including Teas, Polyanthas, etc. Where the winters are not too severe they are perfectly hardy, but some protection is desirable. Strong growing, bearing large flowers, like the choicest bush roses, they bloom all summer.

**CLIMBING GRUSS AN TEPLITZ**—An exact counterpart of the bush rose **Gruss an Teplitz**, but is a fairly vigorous everblooming climber of the pillar type. In the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems. Hardy everywhere.

**MARECHAL NIEL**—The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large very double, and deliciously perfumed. Deep golden yellow. Blooms with great freedom. In the North should have very careful protection during the winter.

**CLIMBING CECILE BRUNNER**—Color rosy pink, rich creamy white background.

Plants sturdy growing but need protection.

**FREEDOM**—Strong, hardy, rugged, new white climbing rose. Flowers double, sweet scented, free blooming on long stems.

**MRS. ROBERT PEARY** (Climbing Kaiserin Augusta) (See Illustration)—Strong, rapid grower. The lovely white flowers are magnificent beyond description, buds long and pointed.

**CLIMBING CLOTHILDE SOUPERT**—One of the best, bearing immense clusters of flowers constantly. Ivory white flowers, shaded in center silvery pink. Not excelled by any climber. Hardy.

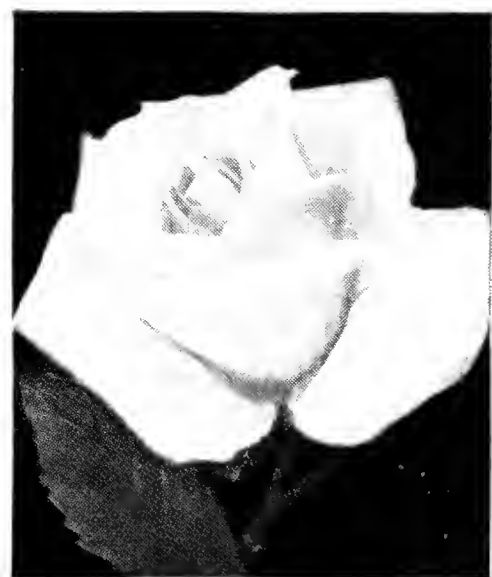
**BELLE OF PORTUGAL**—Blooms are large and a most beautiful shade of soft salmon. Produced singly on long stems.

**CLIMBING PINK MAMAN COCHET**—An exact climbing counterpart of the bush variety. As free blooming as the "Cochets." Will withstand the rigor of the Northern winters with protection. Superb pink flowers of fine form and substance.

**CLIMBING COLUMBIA**—Same as Columbia. Wonderful climber, growing ten to fifteen feet in single season, blooms continuously, bearing blooms often measuring six inches in diameter. A great pink, hardy, everblooming, fragrant rose.

**CLIMBING WHITE MAMAN COCHET**—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. Vigorous grower.

**CLIMBING HELEN GOULD**—Climbing type of the beautiful "Helen Gould." Immense flowers, full and double, constantly produced. Warm water-melon red. Superior.



Mrs. Robert Peary

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# Popular Hardy Perennials

(ALL PRICES POSTPAID)



Shasta Daisy

**ACHILLEA (The Pearl)** — 2 ft. Double white flowers produced in large sprays all summer. Fine for cutting. **25c** each, 3 for **60c**.

**FUNKIA (Day Lily)** — 2 ft. Immense spikes pure yellow, waxy-like flowers; fragrance like orange blossom. Glossy green foliage. **20c** each, 3 for **50c**.

**CAMPANULA (Canterbury Bell)** — 2-4 ft. Large clusters of bell-shaped flowers, mixed. **20c** Each, 3 for **50c**.

**SHASTA DAISIES** — The flowers are of the purest, glistening white of enormous size and produced on long stiff wiry stems, which make them excellent for cutting purposes. **25c** Each, 3 for **65c**.

**CLOVE PINKS** — All colors. Their clove fragrance, perfect form and rich coloring make them great favorites for edging, walks, drives and rock gardens. **25c** Each, 3 for **65c**.

**HOLLYHOCKS** — 5 ft. Double, mixed colors. **20c** Each, 3 for **50c**.

**GAILLARDIA (Blanket Flower)** — 2 ft. One mass of bloom from June till Autumn. The gorgeous flowers, 2 or 3 inches in diameter, dark red, brown in center with bands of crimson-orange and vermilion, are borne on stems 18 to 24 inches long. **25c** Each, 3 for **65c**.

**DELPHINIUM (Hardy Larkspur)**

**Belladonna Improved** — 4 ft. flowers, exquisite turquoise blue, unexcelled in delicacy and beauty. Blooms more freely than any other variety, never being out of flower from June until frost. **25c** Each, 3 for **60c**.

**Bellamosum** — 4 ft. An exact counterpart of Belladonna Improved except blooms rich deep blue. **25c** Each, 3 for **60c**.

**Blackford and Langdon** — Plants tall and erect in growth sometime attaining height of 5 to 6 feet. These mixed hybrids display a dazzling array of colors ranging from light blue to delicate pink. **25c** Each, 3 for **60c**.

**Sunrise Pink** — 4½ ft. Long spikes of delicate pink borne on large upright stems. **30c** each, 3 for **75c**.

**Hoodacres White** — 4 ft. A beautiful rare white. Unsurpassed. **50c** each.

**GEUM — Avens**

**Lady Stratheden** — 1½ ft. Rich golden yellow double flowers. Blooms from May to July. **25c** each, 3 for **60c**.

**Mrs. Bradshaw** — 1½ ft. Double brilliant scarlet blooms from May to July. **25c** each, 3 for **60c**.

**ANCHUSA — Italica, Dropmore** 5-6 ft. Flowers rich blue during May and June. **25c** each, 3 for **60c**.



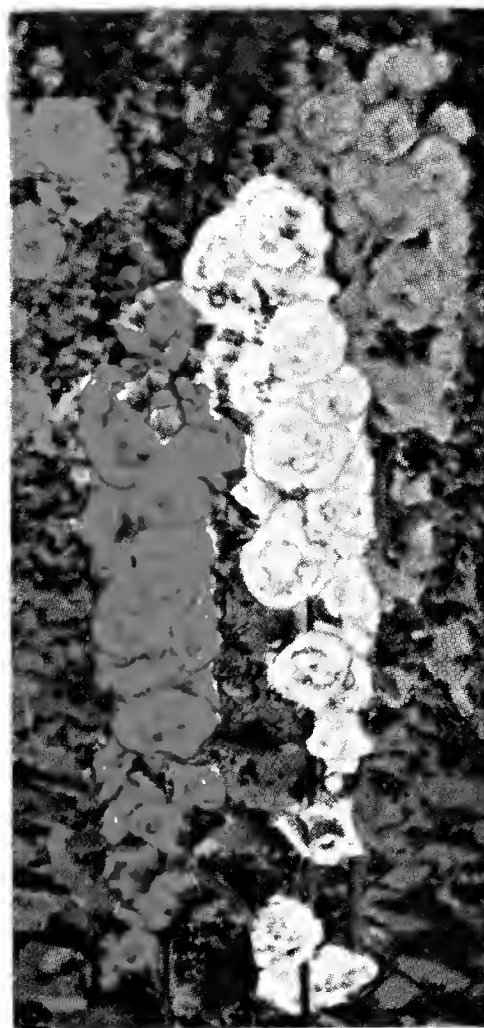
Geum



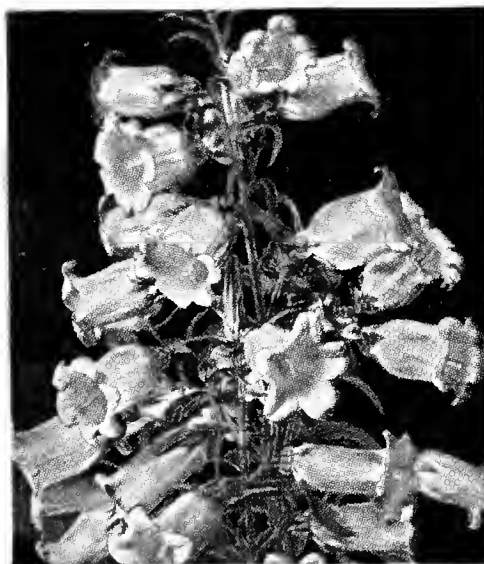
Gaillardia



Delphinium



Hollyhocks



Canterbury Bells



Hardy Clove Pinks

**SPECIAL OFFER** — Any 10 strong, healthy, perennials listed above except Sunrise Pink and Hoodacres White Delphinium, **\$1.75** postpaid.



# Popular Hardy Perennials

(ALL PRICES POSTPAID)



Tritoma

**COREOPSIS**—2 ft. A gem among hardy plants. It begins to flower in June and continues in bloom more or less throughout the season. Flowers are of a golden yellow. Graceful, invaluable for cutting, having long stems. **25c** each, **3** for **60c**.

**AQUILEGIA—Columbine**—2 ft. Strain of mixed colors with large long-spurred flowers. Blooms during late spring and summer. **25c** each, **3** for **65c**.

**BLEEDING HEART**—Deep rose heart shaped flowers gracefully drooping from willowy stems. Blooms early. **25c** each, **3** for **65c**.

**RUDBECKIA (Golden Glow)**—5-6 ft. Grows six to eight feet high, bearing exquisite, double flowers, of golden yellow. **20c** each, **3** for **50c**.

**CHINESE LANTERN PLANT**—An ornamental plant forming dense bushes 2 feet high producing freely bright orange-scarlet lantern-like flowers which can be cut and dried for winter bouquets. **25c** each, **3** for **60c**. Postpaid.

**ORIENTAL POPPY**—2½ ft. Glorious brilliant orange scarlet flowers appearing on graceful long stems during May and June. Unsurpassed in beauty. No garden is complete without the dazzling splendor of these gorgeous colors. **25c** each, **3** for **65c**.

**PLATYCODON (Grandiflorum)**—2½ ft. Large blue cup-shaped flowers of great beauty, appearing from July to October. **25c** each, **3** for **60c**.

**HARDY CARNATION DOUBLE GRENA-DIN RED**—Large flower of bright red produced on compact, upright plant. Flowers until heavy frost. **25c** each, **3** for **60c**.

**BOCCONIA (Plume Poppy)**—6-8 ft. A stately plant with fig-like foliage and white flowers. Effective for lawns.

**HARDY NEW ASTER—Star of Wartburg**—1½ ft. Flowers averaging 3 inches across are a delightful shade of lilac-blue with a large deep yellow center. This new and showy introduction has proven itself to

be invaluable for beds, borders, and rock gardens. It bears its well-formed flowers on long stems for cutting. **40c** each, **3** for **\$1.00**.

## HIBISCUS Marshmallow

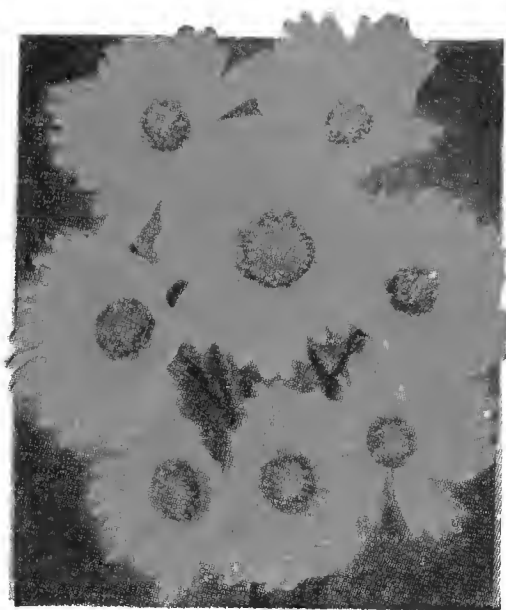
**Pink**—6 ft. Enormous hardy flowers appearing from June to September. **25c** each, **3** for **65c**.

**White**—6 ft. Large blooms produced throughout the summer. **25c** each, **3** for **60c**.

**Red**—6 ft. Large flowers through June to September. **25c** each, **3** for **60c**.

**ARTEMISIA—Silver King**—3 ft. Silver leaved showy foliage fine for cutting for winter bouquets. **25c** each, **3** for **65c**.

**SPECIAL OFFER**—10 strong, healthy perennials listed on these two pages, all different, **our selection**, **\$1.50**, postpaid.



Coreopsis



Bleeding Heart



Oriental Poppy



Aquilegia



Platycodon



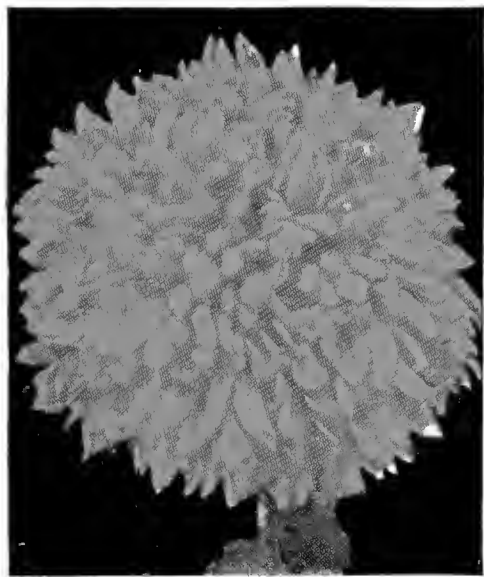
Pacific Supreme



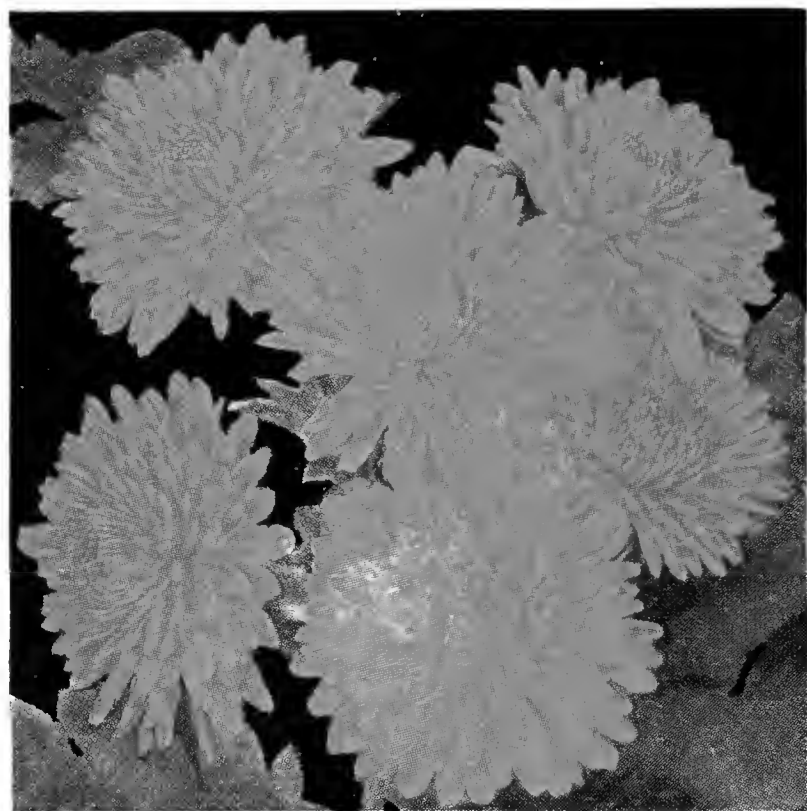
Red Doty



Silver Sheen



Roman Gold



Legal Tender

#### HARDY BUTTON TYPES

Strong Plants, 15c each, 4 for 50c, postpaid.

**NEW YORK**—Golden bronze.

**CHRISTMAS GOLD**—Bright golden yellow.

#### POMPON COLLECTION—6 POMPOMS, 60c Postpaid

Uvalda—Early pure white; Sunshine—Yellow; New York—Bronze; Red Doty—Red; Red Beau—Reddish brown; Mrs. Buckingham—Pink. One each of these six superior pompons for 60c. Postpaid.

## BRING MORE LOVELINESS AND Gaily-Colored

These famous New Castle Chrysanthemums are among the most beautiful of all outdoor flowers and our list includes every color and shade imaginable. The large flowering chrysanthemum may be termed semi-hardy, the Pompons are extremely hardy. Blooming in the late fall, they continue showing gorgeous flowers even after heavy snow. They are indeed the glory of the autumn days. They are practically insect proof. Bear hundreds of blooms.

#### LARGE FLOWERING CHRYSANTHEMUMS

Strong Plants, 15c each, 4 for 50c. Postpaid

**BRONZE PIERSON**—Bronze.

**CHARLES RAGER** — A pure white variety, early.

**GOLDEN GLORY**—Shining gold full and big.

**HARVARD** — Late, dark velvety crimson. Double.

**HILDA BERGEN** — New. Bronze.

**MAJOR BONNAFON**—Fine incurved yellow.

**MRS. H. C. KIDDER**—Fine yellow.

**OAK LEAF**—Dark bronze.

**PACIFIC SUPREME**—Large pink.

**PINK FRICK**—Pink.

**PINK CHIEFTAIN**—Pink.

**QUAKER MAID**—White.

**RICHMOND**—Fine, large, deep orange yellow.

**ROMAN GOLD** — Superb yellow, early.

**ROSE CHOCHARD**—A very large dark pink.

**SEIDEWITZ**—Large, beautiful creamy white.

**SILVER SHEEN**—Large white.

**SNOW WHITE**—White.

**SUN GLOW**—Early yellow.

#### HARDY POMPON MUMS

Strong Plants, 15c each, 4 for 50c. Postpaid

**DOROTHY TURNER**—Bronze and old gold.

**RED BEAU** — Reddish brown.

**RED DOTY**—Bright red.

**EDITH NEWBERRY**—Aster type. Orange rust.

**FRAU BEAU** — Yellow brown.

**UVALDA** — Early. Pure white.

**HILDA CANNING**—Brilliant bronze.

**KLONDIKE**—Brilliant yellow.

**LEGAL TENDER** — Large double. Bronze and gold.

**LILLIAN DOTY** — Soft pink.

**MIRAMAR** — A fine bronze. Incurved petals.





Stoplight



Pink Doty



Golden Glory

## BEAUTY TO YOUR GARDEN WITH Chrysanthemums

The culture of Chrysanthemums is very simple. Plant in good rich garden soil and do not over water but keep them moist to the bottom of the roots. Give good drainage by digging the soil deep. After the plants develop, enrich them with a good standard fertilizer, also mulch around the plants with well rotted cow manure. If you want extra large flowers, pinch off small side buds. Mulch heavily during the winter.

### HARDY SINGLE TYPES

**Strong Plants, 20c each, 4 for 60c, postpaid.**

**BRONZE BUCKINGHAM**—Single, daisy-like flowers of bronze with yellow centers.

**MRS. BUCKINGHAM**—Single rosy pink, yellow center.

**VALENCIA**—A gorgeous shade of valencia-pink. Produces lovely single flowers 4 inches across.

### HARDY ANEMONE TYPES

**Strong Plants, 15c each, 4 for 50c, postpaid.**

**NORMA**—Anemone type. White, pink, and yellow.

**STOPLIGHT**—Crimson petals with yellow center.

**SUNSHINE**—Crowded sprays of intense yellow.

**GODFREY**—Late, light pink.

**WHITE GARZA**—Anemone type. White.

**YELLOW GARZA**—Anemone type.

### HARDY NEW CUSHION TYPES

**PINK CUSHION**—New early blooming light delicate pink. Low compact bushy growth. As many as 1,000 blooms produced on one plant from August to late November. Its astonishing ability to produce enormous quantities of perfect flowers makes it indispensable in every garden. **30c each, 4 for \$1.00, postpaid.**

**WHITE CUSHION**—This novelty possesses the same habit of growth as Pink Cushion and blooms with the same free habit but flowers snowy white with a yellow center. **30c each, 4 for \$1.00, postpaid.**

**BRONZE CUSHION**—Still another member of this unusual family is this variety which flowers a delightful bronze from early fall till heavy frost. **30c each, 4 for \$1.00, postpaid.**

**RED CUSHION**—Flowers rich red. Blooms smaller than Pink Cushion. Same compact growth as Pink Cushion. **35c each, 4 for \$1.25, postpaid.**



Edith Newberry



Pink Cushion

## SUPERB MUM SET—8 CHRYSANTHEMUMS, 75c Postpaid

These are the varieties with immense flowers that sometimes measure six or seven inches across. Sure to grow and absolutely sure to bloom this year. 8 superb varieties carefully chosen, our selection, from the above list 75c. Postpaid.

# Glamorous Hybrid Korean Mums



Apollo



Ceres



Diana

## New Hardy Chrysanthemums

(SEE ILLUSTRATION BACK COVER PAGE)

These sixteen new varieties of Korean Chrysanthemums lend a colorful array of autumn splendor to the garden that cannot be surpassed. These distinctly new introductions are grown with the same ease as the chrysanthemums described on the two preceding pages. They possess an array of color and variation of form that cannot be equaled. Their early flowering tendencies have caused them to be quickly accepted as indispensable in producing a season-through color effect in the garden. All prices postpaid. (See page 3).

**ASTRID**—Of the hybrid specie, and the hardiest of them all. Will withstand the most severe winters without damage. Blooms are of single daintiness; petals are of exquisite shell pink three or more inches in diameter, brilliant yellow center. A striking feature of this plant is the light green healthful appearance of well formed foliage. Highly resistant to insects. **45c each, 3 for \$1.15.**

**MERCURY**—Unusually large petals; a rainbow of color. The beautiful large blooms open a rich blood red, changing to coppery bronze; then climaxing its miraculous color presentation by blending old rose and salmon. Will not fade, and will remain a thing of beauty for a remarkable length of time. **ADD THIS DAZZLING NEW KOREAN INTRODUCTION TO YOUR COLLECTION. 45c each, 3 for \$1.15.**

**17 Hardy Colorful Korean Chrysanthemums \$4.00**

One each of the varieties on this page

**OFFER 20**

### SEPTEMBER FLOWERING

**CLIO**—Dwarf in stature, throwing out glorious sprays of carmine rose flowers, with a double row of petals. **30c each, 3 for 75c.**

**HESTIA**—Of medium size, a free producer of semi-double flowers. A distinct color combination in that around the yellow center is found a white halo, blending into a rose pink. Truly a star of stars. **30c each, 3 for 75c.**

**JUNO**—Size, very dwarf; flowers, opening a coppery red, later shading to a salmon flesh. These single blooms show in super-abundance. A delightful flower in keeping with the color combinations of fall. **30c each, 3 for 75c.**

**NYSSA**—Beautiful, clear, rosy lilac, single flowers, 3 inches in diameter, on stems growing often times to 3 feet in height. The tremendous amount of flowers produced makes this standout. **30c each, 3 for 75c.**

**PSYCHE**—Color, a dainty shell pink of single beauty. This graceful little thing grows but to the height of 5 inches. Although small Psyche is an extremely strong grower, and a free bloomer. **30c each, 3 for 75c.**

**SAPPHO**—Another small plant, but a heavy producer of good sized, pure yellow single blooms. A wonderful running mate for that other little favorite, PSYCHE. **30c each, 3 for 75c.**

### OCTOBER FLOWERING

**APOLLO**—Profuse bloomer, producing exquisitely shaped single flowers combining shades of bronze, red, old gold, and lovely salmon. A hardy introduction that is a garden delight. **30c each, 3 for 75c.**

**CERES**—Flowers a beautiful mixture of old gold, yellow and soft coppery bronze. A golden gem for the early fall garden. **30c each, 3 for 75c.**

**COUNTRY GIRL**—Strong grower often reaching a height of five feet. A lovely effervescent pink, the perfectly formed blooms, measuring 3 to 4 inches across. An excellent background or border plant due to extreme height. **30c each, 3 for 75c.**

**DAPHNE**—Produces in profusion sprays of daphne pink, with underlying sheen of lilac rose. Beauty of blooms further enhanced by brilliant golden stamens in the center. Will bloom well into the fall until heavy frost. **30c each, 3 for 75c.**

**DIANA**—Enchanting rose pink intermingled with lilac rose, and the softest of salmon. Gives very pleasant appearance of dainty grace. **30c each, 3 for 75c.**

**HEBE**—A strong grower, and profuse bloomer, producing great quantities of luminous pink blooms, which assume lavender pink tones on maturing. Will be one of the first to bloom in your fall garden. **30c each, 3 for 75c.**

**MARS**—Perhaps the most startlingly beautiful in color combination of them all. A deep amaranth-red, changing to wine red, overlaid with luxurious sheen. **30c each, 3 for 75c.**

**PROFUSION**—An early flowering variety, producing unusually large blooms of rich coppery old gold. Provides early blooms in unbelievable numbers. **30c each, 3 for 75c.**

**VULCAN**—Presents a double row of carmine red petals, which fade into a darker bronze red. With golden center, the contrast is striking. Stands erect with slender grace. **30c each, 3 for 75c.**

**8 Hardy Colorful Korean Chrysanthemums \$1.75**

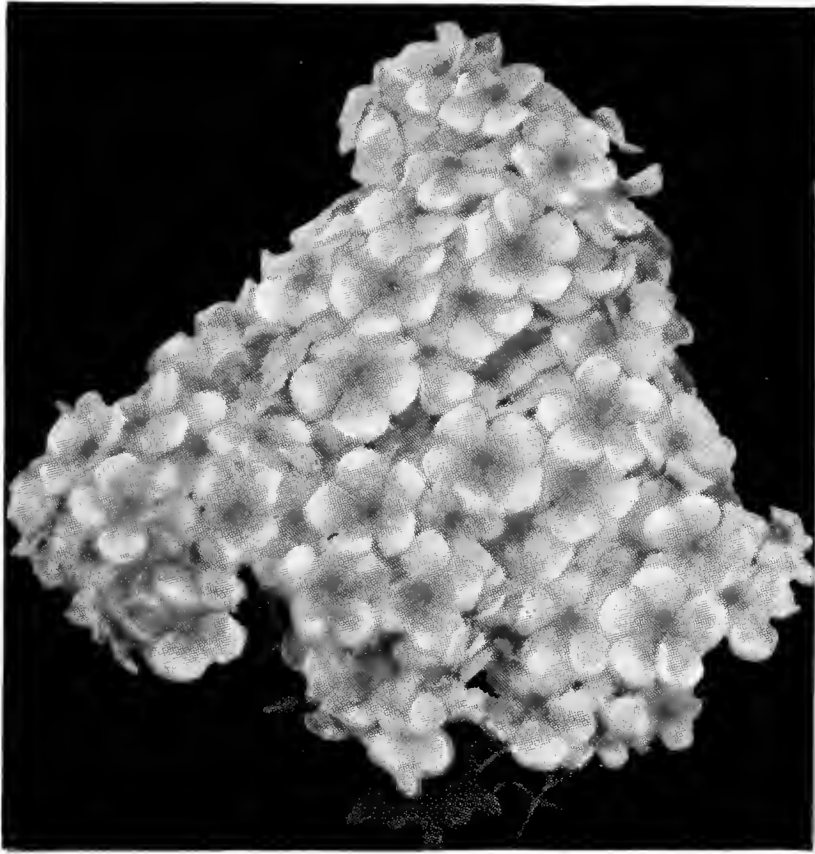
Our Selection

**OFFER 21**



# • Permanent Hardy Phlox •

Hardy Perennial Phlox are most satisfactory, for once planted they are permanent. Require little or no protection; free from disease and insects. Immense heads, blooms of the most delicate colors, produced in continuous profusion.. These are the best kinds.



Hardy Phlox, Rynstrom

**CHAMPS ELYSEE**—Purple.

**EUROPA**—Pure white, crimson-carmine eye.

**ATHIS**—Deep, clear salmon.

**RHEINLANDER**—Salmon pink, claret red eye.

**MRS. JENKINS**—Best tall early white variety.

**TERRA NEUVA**—Lavender, dwarf grower.

**R. P. STRUTHERS**—Salmon, claret-red eye; tall.

**ROSENBERG**—Purple, red eye.

**FERDINAND CORTEZ**—Tall, deep crimson.

**RYNSTROM**—Rosy pink. Gorgeous.

**PANTHEON**—Soft salmon rose. Beautiful.

**Price Hardy Phlox:** Strong, vigorous, field grown plants, the only reliable kind for immediate effect, 30c each, 4 for \$1.00; \$2.25 per dozen, postpaid. One each, 11 Phlox above, \$2.00, postpaid.

## SUMMER-FLOWERING GLADIOLI

Our list comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two and three year old bulbs, full of vitality and will produce gorgeous flowers of astonishing beauty. No garden is complete without the superb new Gladioli we offer. Our list comprises the best from hundreds of varieties. Plant as soon as frost is past on up into Summer.

**Price of named varieties of Gladioli:** Any 2 for 20c, any 6 for 40c; 70c per dozen, all postpaid by mail.

**BETTY NUTHALL**—Large, perfect flowers of coral with orange throat.

**DREAM O' BEAUTY**—Glorious rose red, a strong grower, bearing very large flowers.

**DR. E. F. BENNETT**—Vivid, fiery scarlet with an orange throat.

**GIANT NYMPH**—Shining, wide-spread rose-pink flowers with creamy yellow throats.

**GOLD EAGLE**—A very early yellow, one of the few good light yellows

**GOLDEN DREAM**—The richest, clearest golden yellow yet introduced.

**MILDRED LOUISE**—Beautiful deep lavender.

**MRS. LEON DOUGLASS**—Immense blooms of luminous coral-rose blotched with ruby-crimson, very showy and striking.

**MINUET**—Flowers of clear light lavender.

**PFITZERS' TRIUMPH**—Brilliant scarlet, shaded with salmon and velvety tones.

**PICARDY**—Pink, tinged apricot. Rated the finest of all glads.

**W. H. PHIPPS**—Clear pink flowers, huge overlapping blooms.

**SUPERFINE MIXTURE GLADIOLI**—All colors gladioli, large bulbs, sure to bloom, 50c per dozen \$3.50 per 100, postpaid by mail.



Dream O' Beauty Mildred Louise

Giant Nymph

Golden Dream

Picardy

Dr. E. F. Bennett

# CARNATIONS

## THE DIVINE FLOWER

Just think what pleasure you can get from a dozen fine plants of these lovely cut-flower carnations. Blooms cost from two to three dollars a dozen in florist shops.

You can have such flowers all summer long till frost but before frost bring the plants indoors, pot them in good garden soil and they will bloom all winter long, producing lovely flowers in abundance, large in size, exquisite clove fragrance and in brilliant colors.

We grow thousands of them because of their wonderful bloom and ease of culture.

**AVIATOR**—Best standard crimson.

**SPECTRUM**—A brilliant, rich scarlet; a good grower.

**RADIUM**—Beautiful, red fine large bloom.

**GOLDEN GLOW**—Bright yellow; always blooming.

**ARCTIC**—Fine white, large flowering.

**IVORY**—Beautiful creamy white.

**CHEERFUL**—Deep pink, large flowers.

**HARVESTER**—Beautiful ivory white; large.

Price, Carnations, strong pot plants, 15c each, any 4 for 50c, \$1.25 per dozen, postpaid.

# GERANIUMS

These old favorites continue to be the most popular of flowering plants. Scarcely a home anywhere is without Geraniums. Easy to grow, lasting indefinitely, always blooming, both indoors and in the open ground there is nothing to take the place of Geraniums. Our list includes the finest varieties in cultivation; well-developed plants for immediate blooming.

**S. A. NUTT**—Double, dark red. Free bloomer. None better.

**SCARLET BEDDER**—Scarlet.

**IMPROVED POITEVINE**—Salmon pink.

**RED BARNEY**—Red; strong grower.

**AMERICAN BEAUTY**—Beautiful crimson.

**A. BROWN**—Magnificent rosy crimson, fine.

**FRAU PERKINS**—Beautiful cerise pink, white center.

**LA FAVORITE**—Double, pure white. The leader. Very attractive.



Lovely Summer Flowering Carnations

**ALPHONSE RICARD**—Double, bright vermillion.

**JEAN VIAUD**—Double, bright, clear shade of mauve-rose, shading to a white throat.

**APPLE BLOSSOM**—Orange red and pink. Just like real apple blossoms.

**LADY WASHINGTON (Pelargoniums)**—A mixture of the new Springtime, a white pearl tinted on outer petal edges, and Easter Greeting, an early brilliant scarlet with brown center markings. These beautiful plants increase in vitality and size as years pass—last a lifetime. Strong, heavy plants 40c each, postpaid.

**RADIO RED**—An enchanting bright scarlet.

Price all Geraniums, except where noted, large thrifty plants for immediate effect, 20c each, 3 for 50c; \$1.65 per dozen, in one or assorted varieties, postpaid.

# THE SUPREME DAHLIA COLLECTION

SEE ILLUSTRATION OPPOSITE PAGE

A nationally known Dahlia specialist has sold us, for quick turnover, 1,000 collections of these GORGEOUS, GIANT-FLOWERING DAHLIAS, illustrated on the opposite page. These 6 varieties represent the world's finest collection. Illustration shows 1-3 actual size. We believe this is the greatest offer ever made for strong tubers which will bloom profusely this year.

1. EASTERN STAR—Saffron yellow. Gorgeous.	\$ .50
2. ALMA ALEXANDER—Deep, coppery orange. Superb	.35
3. JANE COWL—Bronze, buff and gold. Massive	.30
4. JERSEY BEACON—Chinese scarlet.	.30
5. MRS. I. de VER WARNER—Superb, mauve pink.	.30
6. ROYCROFT—Immense, golden bronze. Unsurpassed	.50
	<hr/>
	\$2.25

ALL  
6  
ONLY  
\$1.00

ORDER AS COLLECTION 93. These will come to you separately from our grower. Remember we have but 1000 collections—one each of the above great Dahlias, until sold, 6 for \$1.00 POST-PAID. ORDER EARLY TO AVOID DISAPPOINTMENT.



THE SUPREME DAHLIA COLLECTION



COLLECTION 93

- 1. EASTERN STAR—Yellow, Gorgeous \$ .50
- 2. ALMA ALEXANDER—Coppery-orange, Superb .35
- 3. JANE COWL—Buff, gold, Enormous .30
- 4. JERSEY BEACON—Scarlet, Novel .30
- 5. MRS. I. de VER WARNER—Superb, pink .30
- 6. ROYCROFT—Immense, golden bronze .50

\$2.25

Above 6 Gorgeous Dahlias \$1.00 Postpaid.





Canna—Yellow King Humbert

## GERMAN IRIS

Iris or Fleur-de-lis, or better known as the old-fashioned "Blue Flag" is one of the most beautiful hardy garden plants. These handsome beautifully colored and marked flowers rival in beauty the most showy Orchids. They require very little care, increasing yearly in size and beauty.

**ARCTURUS**—Lavender blend.

**CLUNY**—Delicate blue-lilac, the falls lightly striped with brown.

**ETOIL DU MATIN**—Gray blend.

**GEO. J. TRIBOLET**—Dark red purple.

**MILDRED PRESBY**—Standard white; Falls violet.

**MYSTIC**—White with violet markings.

**OLYMPUS**—Standard rose; Falls madder crimson.

**PALLIDA DALMATICA**—Lavender.

**PRIMROSE**—Deep clear yellow.

**QUEEN CATERINA**—A truly patrician flower of palest lavender, overlaid with a marked sheen.

**TROPIC SEAS**—Standards violet; Falls blue purple.

**TROSTRINGER**—Rose Pink.

**VESPER GOLD**—Yellow tones; tall.

**WATTEAU**—Medium; blue purple.

Price, Iris: strong field grown roots, 15c each; 8 for \$1.00, 1 each, set of 14 postpaid for \$1.50.

## FINE TUBEROSES

**DWARF EXCELSIOR PEARL**—Flowers pure white, very double, of immense size and sweetly scented. 5c each, 50c per dozen, postpaid.

**ORANGE FLOWERED**—Bears snowy white flowers. 7c each, 75c per dozen, postpaid.

**NEW VARIEGATED LEAVED**—The leaves are bordered with white; large, white flowers. 7c each, 75c per dozen, postpaid.

**SPECIAL OFFER**—We send postpaid six Excelsior Pearl Tuberoses, three Orange flowered and 3 New Variegated leaved—12 in all for 50c.

## CANNA LILIES

Good for single specimens, but for beds or borders there is nothing to compare with Cannas with their magnificent, tropical-like foliage, thriving under the hottest and driest conditions. Their gorgeous flowers with immense heads are produced during the entire summer. We offer the best varieties now known. Don't plant cheap kinds. Plant about 15 to 18 inches apart. Store away during winter in a fairly dry, moderately cool, frost-proof cellar. Figures in descriptions mean height.

**Prices on All Cannas:** 25c each, 3 for 65c; \$2.50 per dozen, assorted; any 6 at the dozen rate, postpaid.

**CITY OF PORTLAND**—Beautiful shade of deep pink. Medium height.

**EUREKA**—The best and only real white, very rare. Large substantial flowers produced on upright stalks. 4½ feet.

**KING HUMBERT**—4 feet. Immense dark bronze foliage with great orange-scarlet flowers, veined with crimson.

**KING MIDAS**—5 feet. Large flowers of orange-yellow. An outstanding variety, new and beautiful.

**MRS. ALFRED CONRAD**—4 feet. Color, a beautiful shade of salmon-pink. Flowers of immense size.

**PANAMA**—Orange-red petals are bordered with a broad edge of golden yellow. Flowers large and overlapping. Free bloomer.

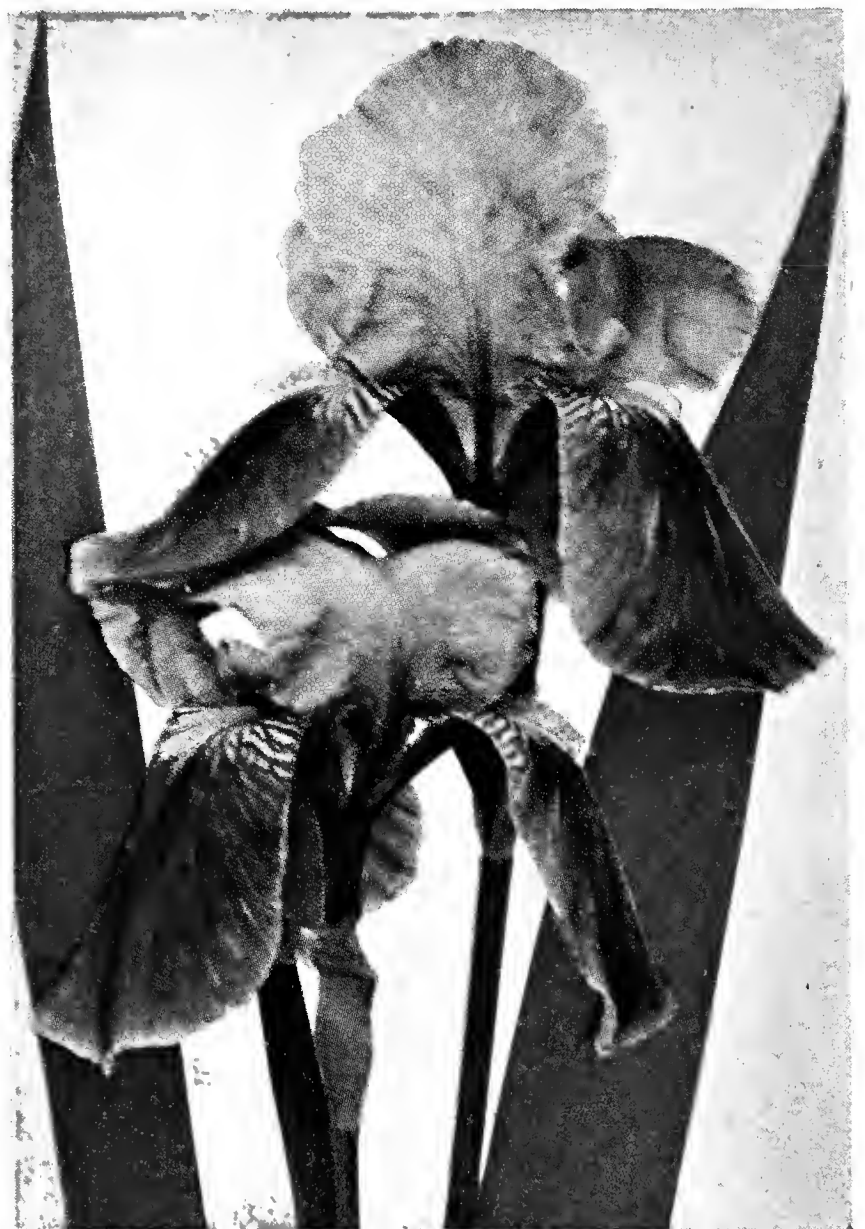
**PRESIDENT**—4 feet. Considered the best red. Immense heads, glowing crimson flowers, 7 inches across.

**ROSAMOND COLES**—New, bright red petals with edge bordered with blush white. 2½ to 3 feet. Very striking.

**WINTZER'S COLOSSAL**—5 feet. Gorgeous vivid scarlet blooms, colossal heads. Produces blooms all summer. Blooms retain their color during hottest weather.

**YELLOW KING HUMBERT**—4 feet. A sport from the bronze foliage variety of the same name but with blooms of yellow dotted with red. Green foliage.

**CHARLES HENDERSON**—Brilliant crimson. Tall. Long blooming period.



German Iris, Watteau

# Be the Envy of Your Neighbors with a Lovely Garden



Best Peonies—American Beauty, crimson; Festiva Maxima, white; Edulis Superba, pink—3 for \$1.00

## ASPARAGUS PLUMOSUS—

Foliage resembles the finest lace. Elegant for cutting and is especially lovely for table decoration. 20c each, 3 for 50c, postpaid.

**AZALEA**—Well adapted to shady moist localities in warm climates. Fine foliage. PRIDE of MOBILE, SALMON, PRIDE of DORTING, FORMOSA, HEAVY PLANTS, \$1.25, by express.

**LILLIUM REGALE (Regale Lily)**—Without dissent the most popular of all the Lily family. This free growing Lily abundantly produces deliciously scented, trumpet shaped flowers of ivory white, tinted pink. Oftentimes as high as eight of these gorgeous blooms are to be found on one stem. Absolutely hardy everywhere. Increases in beauty year by year. Strong blooming bulbs. 25c each, 3 for 65c, postpaid.



Regale—A Great Lily

## HYDRANGEA

**EVERBLOOMING HYDRANGEA** — Beautiful "Hills of Snow"—The hardiest of shrubs. These plants thrill you the season through with an avalanche of snow white blooms. Strong 1 yr. plants 35c each, 3 for \$1.00; 2 yr. plants 65c each, 4 for \$2.00, postpaid.

**AMERICAN WONDER LEMON**—Pure white flowers, as large as tuberose blooms, fragrant as orange blossoms. Large fruit, full of rich juice. 35c each, postpaid.

**BUTTERFLY BUSH**—Beautiful, new, hardy bush, resembling a lilac. Yields a bevy of gorgeous lilac colored cone shaped blooms. 35c each, 2 for 50c, postpaid. Immense plants—5 yrs. old, \$2.00 each, by express.

## GORGEOUS PEONIES

3 for \$1.00 postpaid

**HARDY PEONIES**—Are the hardiest, most long-lived perennial now known. They stand the severest winters without the slightest protection and give a magnificent display of blooms for Decoration Day. Fine for single specimens and cemetery planting. AMERICAN BEAUTY, crimson; FESTIVA MAXIMA, white; EDULIS SUPERBA, pink—3 for \$1.00, postpaid.

**VARIEGATED IVY**—A free grower, with glossy green leaves variegated with silvery white. Particularly beautifully. Adapted to inside culture. 25c each, 3 for 65c, postpaid.

**HARDY ENGLISH IVY**—A splendid hardy evergreen climber with dark glossy green leaves. 25c each, 3 for 65c, postpaid.

**BOSTON IVY**—It covers buildings and walls with a perfect mat of dark green leathery foliage, which changes to brilliant crimson as fall approaches. Clings to any upright surface without support. 25c each, 3 for 65c, postpaid.

**VINCA VARIEGATA**—Beautiful, variegated, trailing vine, bright green leaves bordered with creamy white. Especially adapted to hanging baskets. 20c each, 3 for 50c, postpaid.

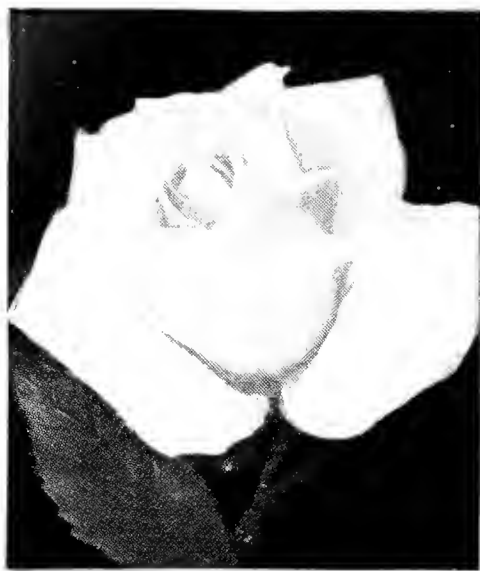
## LILLIUM PHILIPPINENSE FORMOSANUM —

Sensational new Lily. Bears large trumpet shaped flowers of white, tinted reddish brown on outside. The long, slender stems, plus the exquisite curve of the petals gives this lily a remarkably graceful appearance. An exceptionally strong grower. 30c each, 3 for 75c, postpaid.



Everblooming Hydrangea—America's Leading Hardy Shrub





White Cochet



David O. Dodd



Climbing American Beauty



Alexander Hill Gray

## David O. Dodd Set

**12** Strong, Vigorous First Size Plants **\$2.50**

Here is our choice, 12 best, all-around roses for amateur or experienced planters in all sections of America. This collection has everything—health, freedom of bloom, beauty, fragrance and every imaginable color. Easy to grow, glorious flowers—all better types. We answer your question—"What are the 12 best varieties?" Here they are including that superb new rose, **David O. Dodd**. All hardy but winter protection always helps. Any 6 at dozen rate.

**DAVID O. DODD**—Gorgeous new crimson. Flowers 5 to 7 inches across. Full, deep, very double. Always blooming. Exquisite fragrance.

**BABY DOLL**—Dainty, exquisite. Perfect miniature flowers. Every color in rainbow—lavender, yellow, pink, fiery crimson. Gorgeous.

**GRUSS AN TEPLITZ**—One of the world's 12 best roses. Fiery crimson, shaded dark velvety sheen. Strong, vigorous grower. Hardy.

**ALEXANDER HILL GRAY**—We have not seen a more glorious perfect, pure yellow rose.

**LADY HILLINGDON**—Apricot yellow, shaded to orange on the outer edge of petals.

**WHITE COCHET**—Flowers are pure, glistening white. We think it the best white. Always blooming.

**CLOTHILDE SOUPERT**—A marvelous rose. Strong, dwarf, constant bloomer, double flowers, ivory white silvery rose center. None better.

**MRS. B. R. CANT**—Superb garden variety. Large, full, deep double flowers—crimson to pink, lighter in center. Fragrant.

**MME. FRANCISCA KRUGER**—Strong bushy habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow.

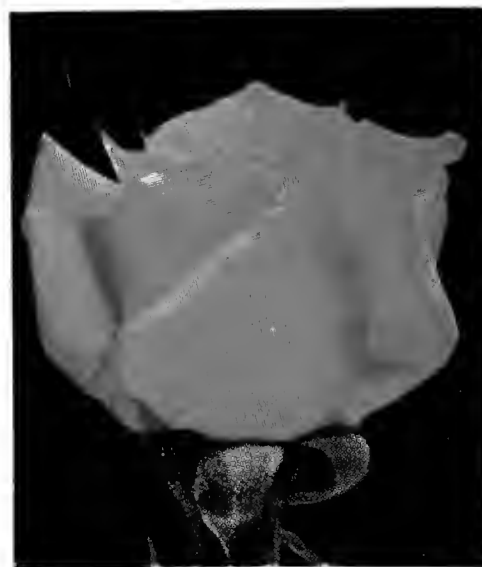
**CLIMBING AMERICAN BEAUTY**—Perfect grower, hardy with vivid, rosy crimson flowers. Delicious fragrance. Blooms for weeks. Great rose.

**BLUMENSCHMIDT**—Pure citron yellow, outer petals edged tender rose. Very full, double flowers; remarkably vigorous grower.

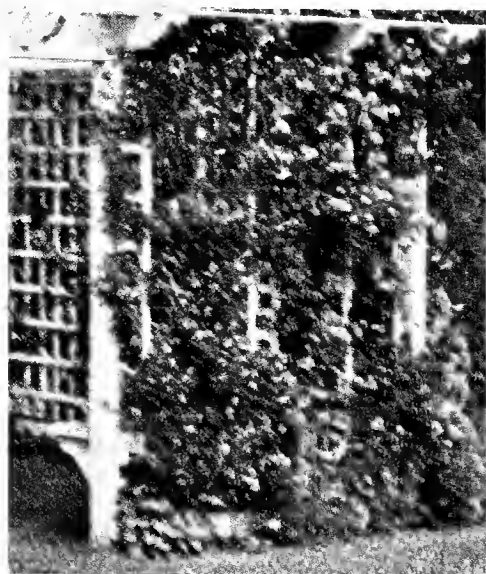
**TAUSENSCHON**—"Thousand Beauties." Flowers are every color and shade, borne on enormous trusses. Free blooming, gorgeous, hardy, climbing, rose.

### SPECIAL OFFER—12 for \$2.50

One each strong vigorous, first size plants, 12 in all postpaid for \$2.50. The entire set in strong 2 year old plants \$6.75 by express; 7.50 postpaid; the 12 varieties in still larger star size plants \$9.75 by express; \$10.75, prepaid by parcel post. Order as the "DAVID O. DODD SET." No discount allowed.



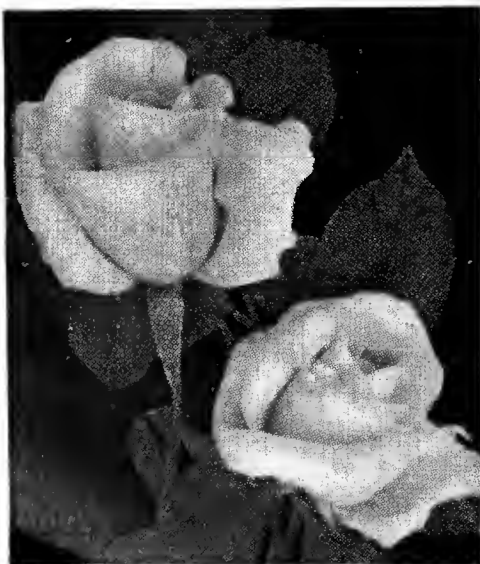
Baby Doll



Tausendschon



Blumenschmidt



Lady Hillingdon



Gruss an Teplitz



# DON'T OVERLOOK THESE UNUSUAL OFFERS



Gruss an Teplitz

**50c**

buys three splendid new hardy Tea Roses. A choice selection of colors. Postpaid.

**Offer No. 45**

**50c**

buys one Chrysanthemum, one Canna, one Carnation, one Fern. An extra good collection that will be a continuous pleasure.

**Offer No. 46**

**50c**

buys four hardy Hybrid Tea Roses. Beautiful colors and tints that will please. Postpaid.

**Offer No. 47**

## Our Great Trial Collection

Ours is the greatest collection of own-root roses in America. The list includes the finest of the world's production. Many superb varieties find their way to prominence in this great collection. White, pink, red, yellow, fancy colors—all are found here in bush and climbing types—rare varieties, our selection sure to grow, sure to bloom.

---

## 8 Superb Potted Roses for \$1.15 Postpaid

We include in the collection "Gruss an Teplitz," considered one of the world's 12 best roses; "Mrs. B. R. Cant," one of the really great everblooming garden bush roses, rosy red; "Chatillon," a baby rose, beautiful bright pink and 5 others, our selection, all labeled, send postpaid for \$1.15.

Be sure to order this famous "TRIAL COLLECTION" of one year old potted roses. The three roses, Gruss an Teplitz, Mrs. B. R. Cant and Chatillon are worth the price alone.

Order, Please, as "Trial Collection."

## Cochet Set of Magnificent Roses

Cochet Roses, one each, 4 in all 75c, postpaid; extra strong two-year-old plants 4 in all \$2.75 by prepaid parcel post \$2.50 by express (see page 3); still larger, star size, 4 in all, \$3.75 prepaid by parcel post, \$4.00 by express (see page 3).

PLEASE ORDER AS THE  
"COCHET SET"

**50c**

buys five elegant Chrysanthemums. The blooms are large and handsome. Postpaid.

**Offer No. 48**

**50c**

buys one Phlox, three German Iris. Assorted colors and desirable in the garden.

**Offer No. 49**

**50c**

buys four extra fine Carnation plants that will bloom for you all the season. Postpaid.

**Offer No. 50**

## Columbia Set of Roses

**5 Beautiful Roses Postpaid 95c**

**COLUMBIA**—Magnificent, large, full double, silvery pink. Fragrant as American Beauty.

**KAISERIN AUGUSTA VICTORIA**—The handsomest of all cream white Roses. Very hardy and constantly in bloom.

**MRS. B. R. CANT**—Beautiful, deep pink with silvery center. Double.

**MME. FRANCISKA KRUGER**—Flowers very large. Color salmon, deeply shaded coppery yellow.

**ALEX. HILL GRAY**—Large, finely formed flowers of canary-yellow color.

Five splendid, hardy everblooming kinds, 95c prepaid by parcel post. Two year old pot plants, \$3.25 postpaid; \$3.00 by express (see page 3).



Yellow Maman Cochet



World's 3 Greatest, Hardy, Free-Blooming Bush Roses. The All-American, Unbeatable, Unparalleled Roses—THE 3 REALLY GREATS. President Hoover, upper left; Talisman, upper right; David O. Dodd, bottom.

Strong 2 Year Old Plants, 1 Each, by Express, (see page 3) \$2.25; 3 for \$2.50, Postpaid; First Size Plants 3 for 85c Postpaid. Order as Collection No. 51.

# ORDER SHEET — 1938

**HELLER BROS. CO.** P. J. Lynch. & Sons **New Castle, Ind.**  
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**NEW CASTLE ROSE COMPANY** ————— **"ROSES OF NEW CASTLE"**

**Please Read** Remit by Check, P. O. or Express Money Order, or Bank Draft. Send currency by Registered Mail. Credit accounts opened or goods shipped C. O. D. if references are furnished. Make all remittances payable to **HELLER BROTHERS COMPANY, New Castle, Indiana.**

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and No.

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Office

State

**Have You Ordered . . .**



**Baby Doll**

**Jeannette Heller**

**David O. Dodd**

**Keystone**

**Talisman**

*Don't Miss these Gorgeous Roses offered by*

**HELLER BROTHERS COMPANY**



# INDEX

On this page we give a complete alphabetical list of all the Roses offered in this book, showing the class to which they belong, and the page on which they are described. Abbreviations used: Tea, Everblooming Teas; H.T., Hybrid Teas; H.P., Hybrid Perpetuals; C.T., Climbing Teas; H.C., Hardy Climbing; M., Moss; Pern., Pernetiana; P., Polyantha; Rug., Rugosa; C.H.T., Climbing Hybrid Teas.

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## OUR EVIDENCE OF UNIVERSAL SATISFACTION

### QUALITY

June 17, 1937.

I prefer own-root roses by far. Have ordered several from you before and they are much stronger and produce more true color blossoms than budded stock.

C. H. E., Jackson, Mich.

April 10th, 1937.

"I have quite a rose garden and like to keep it up and can only say that all of your bushes have come through in fine shape, some of them blue ribbon winners. Last year, the Green rose even took a first prize at the local flower show."

S. K., Hubbard, Ohio.

Vancouver, B. C., Canada.

The roses I purchased from you this spring are doing splendid. I am sure very pleased with them.

Mr. L. R. F.

### ECONOMY

Providence, R. I.

Jan. 19, 1937.

My order received today. I am writing to tell you that I never saw roses like these before in my life. They had the largest root system, that any rose of the same price I ever saw, had. I cannot, for the life of me, guess how you manage to sell such roses at such silly prices. If ever I need roses, you may be assured the Heller Bros. will receive my order.

(Signed) L. R.

San Bernardino, Cal.

Jan. 8, 1936.

In 1914 or 1915 we purchased several roses from you. They are going strong even now. Some of the grafted or budded roses bought recently have had their day—but these of yours are old stand-bys.

Mrs. D. H.

### SERVICE

Grand Forks, N. D.

July 14, 1937.

I want to congratulate you on such swell service. Just think, I mailed the order at 10 P. M. train time Sat., July 3rd, on Wed., 7th at 5:15 my roses arrived and in perfect condition.

Mr. E. C. S.

Fort Atkinson, Wis.

June 3, 1937.

Roses received in very good condition and am well pleased with them. I wish to thank you for the prompt attention. The two rose bushes I received early in the spring are in bloom now.

J. E. M.

Mobile, Ala.

March 8, 1937.

I want to compliment you on the way you packed the roses, they were done up so nicely.

Mrs. L. J. P.

## HELLER BROS. COMPANY, NEW CASTLE, INDIANA



## KOREAN HYBRID CHRYSANTHEMUMS

Sensational, early blooming—gorgeous colors, hardy, 30c each, any 4, \$1.00, \$3.00 per dozen, Post-paid. We have never seen more beautiful hardy Chrysanthemums than these, blooming as they do from September until severe freezing weather. Our illustration gives a faint idea of their beauty. Scarce as they are, we offer them below the average price. Gorgeous flowers, entrancing colors, early and continuous blooming, hardy year in and year out, these are the great novelty plants of the year. Described page 22.

**SPECIAL OFFER—11 KOREAN CHRYSANTHEMUMS, ABOVE, \$2.50 POSTPAID.**

**W. J. LYNCH & SONS COMPANY, P. J. Lynch & Sons, Owners, New Castle, Indiana**